

Minutes of the Franklin Economic Development Commission
Franklin City Hall Lower Level Meeting Room
9229 W. Loomis Road, Franklin, Wisconsin
May 9, 2025 – 3:00 p.m.

Members Present			Others Present	
Michelle Eichmann (Ald)	x	Timothy Wachter (Vice Chair)		Cory Plasch, President, CP2 Consulting
Bobowski, Steve (Chair)	x	Barbara Wesener	x	John Regetz, Economic Development Director
Justin Lockridge	x	Melissa Ferguson		
Cathleen Richard	X			

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 3:01 p.m. by Chairman Bobowski.
- II. The floor was opened for Citizen Comment at 3:02 p.m. No citizens were present, and Citizen Comment closed at 3:03 p.m.
- III. Approve Minutes from the March 25, 2025 Meeting – Motion by Wesner, second by Richard, to approve. Motion Carried
- IV. Major Amendment to Planned Development District No. 7 - Administrative review for Minor Site Plans in the Franklin Industrial Park. The Amendment was presented by Mr. Regulo Martinez-Montilva, where he related it would speed up the Minor Site Plan approval process by allowing for staff approval. This would apply to smaller projects like fence construction, but larger projects like buildings and parking lots would still come before the EDC. Motion by Eichmann, second by Wesener, to approve. Motion carried with Eichmann, Wesener and Bobowski voting yes, and Lockridge and Richard voting no.
- V. Strategic Planning
 - a. CP2 Implementation Plan (IP) proposal – Cory Plasch, CP2 Consulting (virtual) – Plasch presented the process to draft the IP including 2 review/input session with the EDC. Information gathered for the Strategic Plan Report and objectives from it as well as the Chairman’s Plan Input will be included in the IP. The Chairman felt the Strategic Plan Report is insufficient and offered his Plan for editing and adoption, which would save funds as well. Discussion followed regarding the two strategic plans and approaches for an Implementation Plan. Motion by Wesener, second by Lockridge, to engage CP2 for drafting an Implementation Plan, provided it is in plan format. Motion carried.
- VI. Economic Development Update
 - a. Business Appreciation Celebration (BAC) date – Speaker criteria was discussed and ED Commissioners’ are to bring two suggestions to the next meeting. Last year’s email invitation was too dark and the background needs adjusting. Regetz reported that the city newsletter comes out the second week of April and that the last week of March would be the best time for the BAC. The Chair asked why move the date from fall and Regetz explained that the event cannot be reported in City documents (such as the Biennial Report and Newsletter) between December 1, and April 1, as it contains candidate comments and activity, according to the City Clerk and Attorney. Also, TID formations are due on October 31 and major development projects are pushing for approvals. Motion by Bobowski, second by Lockridge, to move the BAC



back to early November, with preference in the second week. Motion carried, with Bobowski, Lockridge and Eichmann voting yes and Richard and Wesener voting no.

- b. Current Prospects – Motion by Lockridge, second by Eichmann, to enter into closed session. Motion Carried.

The Economic Development Commission may enter closed session pursuant to Wis. Stat. § 19.85(1)(e), for market competition reasons, to deliberate and consider potential commercial/industrial/manufacturing development(s) and governmental actions in relation thereto, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. Motion by Eichmann, second by Bobowski, to enter back into open session. Motion carried.

- VII. Voucher Approval
- VIII. Next meeting date – June 27, 3:00 pm
- IX. Adjournment - Motion by Eichmann, second by Wesener, to adjourn the meeting. Motion carried.