

City of Franklin

Forward Franklin Economic Development Committee

MEETING MINUTES

Monday, January 30, 2012

I. Call to Order, Roll Call and Pledge of Allegiance

The January 30, 2012 meeting of the Forward Franklin Economic Development Committee was called to order by Chairman Haskins at 6:30 pm. Members present were Chairman Haskins, Ald, Taylor, Michlig, Tatlock, Sweeney and Iwinski. Also present were Assistant City Attorney Sajdak and Planning Manager Joel Dietl.

II. Citizen Comment Period

Chairman Haskins opened the floor to citizen comment. There being no citizens expressing a desire to speak, the citizen comment period was closed.

III. Approval of Meeting Minutes

A. November 28, 2011

Motion made (Taylor) and seconded (Michlig) to approve the minutes of the November 28, 2011 meeting of the Forward Franklin Economic Development Committee as presented. Motion carried: 5 Ayes; 0 Noes; Chairman Haskins abstaining.

IV. Announcements (No action to be taken)

A. Announcements relating to Economic Development

Chairman Haskins indicated that there was an upcoming seminar on Economic Development in Washington County on February 7. Chairman Haskins also indicated that there was an article in the paper that Wyndham Village was close to leasing more space. Mr. Sajdak also handed out the Economic Resource Guide prepared by the planning department at the Mayor's directive. Mr. Dietl provided additional information on the same.

V. Business

A. Revisions to the Unified Development Ordinance as it Relates to Environmental Regulations which may Hamper Development.

Citizen Jim O'Malley reviewed his prepared materials relating to issues he sees with environmental regulations that impact development. Mr. Dietl discussed the

interaction between the SEWRPC regulations and the UDO regulations. Discussion between members followed. Motion made (Iwinski) and seconded (Michlig) to recommend to Common Council to direct staff to explore the intersection of the SEWRPC and UDO restrictions and to make a recommendation concerning the same. Motion carried: 6 Ayes, 0 Noes.

B. Update on Common Council meeting concerning funding of the FFEDC.

Ald. Taylor provided the background on the Council's action indicating that the Council needed more information before spending money. Chairman Haskins indicated that time was short to get the information needed.

C. Forward Franklin Economic Development Committee Business Plan

Chairman Haskins discussed his proposal for the business plan. Chairman Haskins and Iwinski agreed to work further on it. Michlig suggested adding a portion about getting the high school involved (video with business owners, podcasts, iOS/Andorid App) and a punch card idea.

D. Update on Forward Franklin Economic Development Committee actions related to web site work

Michlig presented information concerning the cost of possible content management system and hosting for the site. Consensus was that funding should be sought, but no action was taken pending including everything into the Business plan and budget.

E. Update on S. 27th Street Corridor Project and Streetscape Plan

Ald. Taylor provided an update on actions taken by the Franklin-Oak Creek Joint 27th Street Steering Committee. Final Council decisions are forthcoming.

F. Comparison of Franklin taxes vs. Surrounding Municipalities.

Chairman Haskins indicated that this was on the agenda at the Mayor's request. Following discussion, consensus was that the information needed to be included in marketing materials.

G. Establishment of a List of Franklin Businesses and Consider the possibility of Brining Back the Business Appreciation event.

Attorney Sajdak reviewed the current state of the list of Businesses. Chairman Haskins indicated that one thing that was missing was a way to keep tabs on lost businesses. Some discussion on the TIF 2 Closure also occurred.

- H. Identification of Key Policies and Issues to Discuss with Milwaukee County Economic Development Coordinator

Chairman Haskins provided the background on the meeting. Primary issue discussed was the County ownership of developable lands within the City.

- I. Establishment of Monthly Meeting with Mayor and Planning Staff prior to FFEDC meeting.

Discussion centered upon the need to have FFEDC be notified of development occurring within the City. Chairman Haskins will conference with Planning Department as needed. Attorney Sajdak was going to ensure that all FFEDC members were copied on Plan Commission and CDA agendas/minutes.

- J. Review of Facebook Page and other Online Materials for Compliance with Applicable Laws & City Policies.

Attorney Sajdak advised that a concern with internet sites was walking quorum issues and advised how to avoid them. Attorney Sajdak will review additional concerns law and policy wise.

- K. FFEDC Representation on Other Bodies (Chamber of Commerce and Aerotropolis)

Discussion concerning the need to have FFEDC presence at meetings of the Chamber and Aerotropolis to have knowledge of activities of these bodies. Tatlock volunteered to keep tabs on the Chamber and Sweeney volunteered to do the same with the Aerotropolis.

- L. Presentation by Member Michlig on Complete Streets

This item was tabled until a future date given the late hour.

- M. Presentation by Member Michlig on Strong Towns

This item was tabled until a future date given the late hour.

- VI. Next Meeting Date – February 27, 2012

Next Meeting was announced to be February 27, 2012.

- VII. Adjournment

Motion made (Ald. Taylor) and seconded (Sweeney) to adjourn the January 30, 2012 meeting of the Forward Franklin Economic Development Committee. Motion carried: 6 ayes, 0 Noes.