

**City of Franklin
Community Development Authority
Meeting Minutes
July 7, 2011**

Approved July 21, 2011

I. Call to Order and Roll Call

The Thursday, July 7, 2011, Community Development Authority meeting was called to order at 6:00 PM by Mayor Taylor in the Common Council Chambers at Franklin City Hall. Present were Members Mayor Taylor, Ryan, Holpfer, Bartels, Alderman Skowronski, Mullarkey and Kass. Also present was Executive Director Wesolowski.

II. Citizen Comment Period

Mayor Taylor opened the Citizen Comment period at 6:01 PM. No citizens came forward. Mayor Taylor closed the Citizen Comment period.

III. Approval of Meeting Minutes

Meeting Minutes from May 26, 2011

Member Ryan moved and Member Holpfer seconded a motion to approve the May 26, 2011 Community Development Authority meeting minutes. Upon voice vote, all voted “aye”, with the exception of Alderman Skowronski who abstained. Motion carried: 5-0-1.

IV. Business

- A. An Ordinance to Restructure the Economic Development Mission Process Administration of the City of Franklin to Create the Forward Franklin Economic Development Committee, adopted by the Common Council on June 21, 2011, and the role of the Community Development Authority thereunder.

The item was presented by the Chairman. Mayor Taylor provided a brief history of the work with the City of Oak Creek upon the South 27th Street Corridor and the discussions with the Oak Creek Mayor regarding the utilization of the CDA of each City for that purpose, the action of the Common Council in creating the Forward Franklin Economic Development Committee, and the involvement of Citizens for Community Development, Inc. with a membership position on the Forward Franklin Economic Development Committee. Upon the Chairman’s request, member Mullarkey discussed the history of Citizens for Community Development, Inc., as its prior President, and the entity’s mission of cultural and community amenity development in addition to commercial economic development. Mayor Taylor noted that the Community Development Authority, the Forward Franklin Economic Development Committee and Citizens for Community Development, Inc. would be working together as partners. Member Alderman Skowronski moved and Member Kass seconded a motion to suspend the rules to allow Alderman Taylor, present in the audience, to speak. Upon voice vote, all voted “aye.” Motion carried: 6-0. Alderman Taylor discussed the role of the Forward Franklin Economic Development Committee and that while he did not think of it as a subcommittee of the Authority, it was structured to report to the Authority for accountability purposes and that the entities would be working hand in hand, including interaction with Citizens for Community Development, Inc. Member Alderman Skowronski moved and Member Mullarkey seconded a motion to return to the regular order of business. Upon voice vote, all voted “aye.” Motion carried: 6-0. The Chairman distributed a discussion draft of an initial economic development action plan prepared by the Director of Administration at the

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Chairman's direction. Members Ryan and Kass discussed the value of such a plan and also that as the Chairman indicated, its implementation will require a lot of work. The Chairman noted that the draft reference to Forward Franklin EDC member assignments was incorrect and should have stated CDA member assignments. The Chairman noted the importance of staff involvement due to the level of work involved. The Chairman proceeded to discuss the action plan in detail and noted that his CDA member appointments to be stated would be subject to the acceptance of that work by the individual members, respectively, recognizing that availability and time constraints exist due to life's obligations. The plan tasks, together with the Chairman's appointments and stated staff support for each task are as follows.

Enhance the City's Economic Development Website Application: Develop a web-based marketing and promotional tool based upon the City's website and focusing on added linkages to resources. **Staff support: Department of Administration and Department of City Development.**

Develop promotional materials:

Description: Develop and employ multi-media marketing tools, including print materials, news and media stories, etc. Also, develop a recommended packet or hand out materials, including a CD or flash drive.

Prepare list of materials to be compiled, created, and included

Prioritize list of materials needed, since some will take time to create

Serve as Advising Editor of Content for a Community Econ. Dev. Profile

CDA members: Member Mullarkey and Member Kass. Staff support: Director of Administration and Department of City Development.

Develop list of desirable community inventories and databases to maintain / locate:

Description: Collecting and maintaining current statistics and database is time consuming; therefore, identifying and prioritizing the best data is important.

Develop management plan for maintenance of inventories and databases

CDA members: Member Mayor Taylor and Member Kass. Staff support: City Planning Manager, CDA Executive Director and Department of Administration.

Business Retention Program

Develop and submit an Ambassador Program to visit existing businesses to build connections for the purpose of promoting business retention.

Assignment of Ambassadors to business list

Commence business visits

Determine role and participation in an Annual Business Appreciation Event

Develop other strategies/tasks/efforts for Business Retention (such as a Franklin Business Newsletter, etc.)

CDA members: Member Alderman Skowronski and Member Kass. Staff support: Department of City Development Planner II.

Develop New Business Development Program

Determine targeted/preferred market segments

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Determine recommended strategies for identifying, engaging, and landing new business ventures.

Determine Program measurements of success or effort

Implement Program: Attend Trade Shows; Develop contacts with development and business placement real estate firms and site selection consultants; Prepare and implement surveys, targeting groups or issues such as of qualified developers, resident expectations, needs of existing businesses, etc.

CDA members: Member Bartels and Member Holpfer. Staff support: Department of Administration and City Attorney.

Long-term Strategy Development: Develop a strategic planning process for the CDA

Description: Enhance this initial effort with a coordinated/consolidated strategy development.

CDA members: Member Bartels and Member Holpfer. Staff support: Department of Administration and City Attorney.

Prepare an Action Plan for Completion of an Economic Development Plan, as contemplated by the City's Comprehensive Master Plan

Establish broad community measures of economic development success and generate a base-line document and "dashboard"

The CDA, working with the Forward Franklin Economic Development Committee. Staff support: Department of Administration, Department of City Development, City Planning Manager and City Attorney.

Assignment to oversight /monitoring of Geographic Regions

1) 27th Street

CDA members: Member Ryan. Staff support: Department of Administration, City Planning Manager and City Attorney.

2) Southern and Southwest area

CDA members: Member Holpfer. Staff support: Department of Administration, City Planning Manager and City Attorney.

3) Hwy 100, Hwy 36, West Ryan Road, West Rawson Avenue

CDA members: Member Ryan and Member Alderman Skowronski. Staff support: Department of Administration, City Planning Manager and City Attorney.

Investigate Economic Development Incentive Options

Investigate local tools such as revolving loan funds

Compile Available State and Local Programs

CDA members: Member Ryan. Staff support: Department of Administration, Department of City Development and City Attorney.

Miscellaneous Items:

1) Legislative Oversight: Monitor Economic Development Legislation and develop proposed legislative positions

Staff support: City Attorney.

2) Participate in review of the City's development approval process

Staff support: Department of City Development.

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3) Evaluate an Ombudsman Program for new applicants
Staff support: Director of Administration and City Attorney.

B. South 27th Street Corridor development administration.

The Chairman noted that this item was addressed in part in the economic development action plan, that substantial work needs to be done and that the Chairman would work with the City Attorney and the City of Oak Creek with regard to the creation of a separate entity involving both Cities to further the development of the Corridor.

C. City of Franklin economic development promotional materials.

The Chairman noted that this item was addressed in the economic development action plan.

D. Tax Incremental District No. 2 closure recognition gathering event.

The Chairman noted his discussion with J. Michael Mooney of MLG Development, Inc. and that a tentative date for the event may be in September or October.

V. Vouchers

None presented.

VI. Next meeting date (July 21, 2011 and/or at the call of the Chairman)

The Chairman noted that the next potential meeting date of July 21, 2011. Member Ryan noted that she would be unavailable on that date.

VII. Adjournment

Member Ryan moved and Member Skowronski seconded a motion to adjourn the Thursday, July 7, 2011 meeting of the Community Development Authority at 7:07 PM. Upon voice vote, all voted “aye”. Motion carried: 6-0.