

**City of Franklin**  
**Economic Development Commission (EDC)**  
**Franklin City Hall — Hearing Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**Monday, July 25, 2016 – 6:30 p.m.**  
**MEETING MINUTES**

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

The July 25, 2016 meeting of the Franklin Economic Development Commission (EDC) was called to order by Chairman Haskins at 6:31 pm. Commissioners present were Ald. Barber and Commissioners Haskins, Dausman, Litynski and Soto. Commissioner Haas was excused. Commissioner Cool joined the meeting at 6:37 pm, following item III. Commissioner Litynski left the meeting after discussion of item V.A. Also present was Economic Development Director Hertzberg.

II. Citizen Comment Period

The floor was open to citizen comment at 6:33. The comment period was closed at 6:35

III. Approval of Meeting Minutes

Motion made (Barber) to approve the minutes of the June 27, 2016 meeting. Motion seconded (Litynski). Motion carried: 6 Ayes, 0 Noes.

IV. Announcements relating to Economic Development (No action to be taken)

- A. Mr. Hertzberg noted that he would be offering an Economic Development presentation to the Common Council on August 2<sup>nd</sup>. EDC members are invited. Discussion occurred among members. No action taken.
- B. Mr. Hertzberg noted that Zilber development is scheduled for a concept review on August 2<sup>nd</sup> with the Common Council regarding a mixed-use proposal for 27<sup>th</sup> Street near Minnesota Avenue. Discussion occurred among members. No action taken.

V. Business Matters

A. Review Ballpark Commons Tax Increment Financing Feasibility Analysis

Mr. Hertzberg presented the Ballpark Commons Tax Increment Financing Feasibility Analysis report from Ehlers & Associates. Discussion occurred among members. No action taken.

B. City of Franklin Branding & Marketing

Mr. Hertzberg presented historic brand and market materials and gauged interest in pursuing updates. Discussion occurred among members. Members expressed support of continued discussions and pursuing a budget item for 2017. No action taken.

C. Business Appreciation Event Update

Mr. Hertzberg noted that the Franklin Business Park Consortium was interested in collaborating with the City to host a business appreciation/awareness event in

October. Discussion occurred among members. Ald. Barber volunteered and Commission Haas was nominated to serve on a committee to plan the event.

- VI. Next Meeting Date – August 22, 2016 – Chairman Haskin noted that he may not be available for the August meeting.
- VII. Adjournment: Commissioner Soto moved and Ald. Barber seconded a motion to adjourn the meeting. Motion carried: 5 Ayes, 0 Noes.