

City of Franklin Economic Development Commission (EDC)
Franklin City Hall — Hearing Room, 9229 W. Loomis Road, Franklin, Wisconsin
Monday, June 25, 2018 – 6:30 p.m. MEETING MINUTES

Members Present				Others Present
Barber, Alderman Mike	x	Goetsch,	X (6:45)	Calli Berg, Director of Economic
Bobowski, Steve		Litynski,	x	Steve Olson, Mayor
Cool, Matt	x	Soto, Mike		
Dausman, Paul (Chair)	x			

- I. The meeting of the Franklin Economic Development Commission (EDC) was called to order by Chairman Dausman at 6:30 P.M.
- II. New Director of Economic Development Calli Berg and new member Bob Goetsch introduced themselves. Goetsch apologized in advance for needing to leave at 6:45 and indicated that the meeting time would be a conflict through the summer.
- III. The floor was opened for citizen comment at 6:35 p.m. and closed at 6:35 p.m. There were no public comments.
- IV. Barber moved, supported by Soto, to accept the minutes of the May 30, 2018 meeting. Motion carried unanimously.
- V. Mayor Olson updated the EDC on several developments, including:
 - A. The Interstate project is cancelled.
 - B. City Council approved an engineering contract with Ruckert-Mielke for \$1.2M for Area D “Corporate Park”.
 - C. Bear Development is working in Area G with concepts for the 168 (and more being acquired) acres at Loomis and Ryan Road, including a 180,000 square foot building for a single user.
 - D. A ribbon cutting was held at Ballpark Commons. City Council just approved a senior living component to the overall development project which will increase costs within the TID.
- VI. Business Matters (Action may be taken as determined by the EDC)
 - A. Berg suggested that the EDC and Tourism Council hold a concurrent meeting to discuss the strengths of the city and the opportunities within to identify the marketing message that will create the brand, logo, and marketing strategy. From there, a marketing firm can be selected from the firms that responded to the RFQ. Berg will coordinate a meeting in July for both boards. No action taken.
 - B. Discussion of a Business Appreciation Event: Barber explained that a subcommittee consisting of himself and Bobowski was created and would like to coordinate a meeting with the Franklin Business Park Consortium (FBPC) to determine how the EDC may work with the FBPC on putting together the event. Berg will set up a meeting between the EDC subcommittee and the FBPC. No action taken.
- VII. Berg asked if the start time of 6:30 was problematic for members and wondered if an earlier start would work better. Because there was not a quorum at this point, Berg offered to contact the board to determine preference.
- VIII. Next Meeting Dates – July 23, 2018.
- IX. Barber moved, supported by Soto, to adjourn the meeting at 7:02 p.m. Motion carried unanimously.