

City of Franklin
Forward Franklin Economic Development Committee

MEETING MINUTES

Monday, March 26, 2012

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

The March 26, 2012 meeting of the Forward Franklin Economic Development Committee was called to order by Chairman Haskins at 6:34 pm. Members present were Chairman Haskins, Ald. Taylor, Michlig, and Tatlock. Members Sweeney and Iwinski were excused. Also present was Assistant City Attorney Sajdak, Planning Manager Joel Dietl and Alderman Kristen Wilhelm. Mayor Taylor and Alderman Skowronski arrived at 6:44 pm. Chairman Dave Fowler of Franklin Trails Committee arrived at 6:50 pm.

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. February 27, 2012

Motion made (Ald. Taylor) and seconded (Michlig) to approve the minutes of the February 27, 2012 meeting of the Forward Franklin Economic Development Committee as presented. Motion carried: 4 Ayes; 0 Noes.

IV. Announcements (No action to be taken)

A. Announcements relating to Economic Development

None.

V. Business

A. Presentation by and discussion with J. Scott Mathie of the Metropolitan Builders Association concerning Franklin's efforts to spur economic development.

Mathie began his presentation (handout). Mayor Taylor and Alderman Skowronski arrived at 6:44. Mathie began by discussing impact fees. Indicated that in Metro-market that housing has been up for last two years. Second priority for MBA is municipal use of outside consultants and the need for control over them. Third priority is the recommendation that municipalities adopt only the state codes with

no local additional requirements. Sustainability standards should not be over-reaching (e.g., landscaping review vs. requiring planting patterns). Changing demand is also a challenge. Generation X is not big enough to pick up slack created by boomers who are leaving single family. Generation Y is not yet in the housing market. Mayor Taylor indicated that Franklin has made many advancements with respect to some of these items. Mayor Taylor, Ald. Skowronski and Fowler departed at 7:20. Discussion followed concerning impact fees.

- *D. (ITEM TAKEN OUT OF AGENDA ORDER) Comparison of Franklin vs. SEWRPC Environmental Protection Standards & Possible Recommendation to Council

Mr. Dietl presented an overview of the desirability of making the change (powerpoint presentation). Discussion followed between members. Motion made (Ald. Taylor) and seconded (Michlig) to defer action on this item and to direct staff to further review. Motion carried: 4 Ayes, 0 Noes.

- *E. (ITEM TAKEN OUT OF AGENDA ORDER) Discussion of Historic Highway 41 Association

Member Tatlock provided background on the item. Been some discussions with the Chamber of Commerce on Buisness Improvement Districts. Consensus was to look at having a representative from Highway 41 District come to future meeting.

- *C (ITEM TAKEN OUT OF AGENDA ORDER) Council’s Approval of FFEDC Business Plan and Distribution of Tasks

Alderman Taylor indicated that the Council has approved the budget items requested. Budget was reviewed. Ald. Wilhelm left at 9:22. No further action given the late hour.

- B. SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis session for determining message via new marketing media projects.

Member Michlig led the analysis. Franklin’s strengths, weaknesses, threats and opportunities were discussed. No action taken.

VI. Next Meeting Date – April 23, 2012

Next Meeting was announced to be April 23, 2012.

VII. Adjournment

Motion made (Ald. Taylor) and seconded (Tatlock) to adjourn the March 26, 2012 Forward Franklin Economic Development Committee meeting. Motion carried: 4 ayes, 0 Noes