

City of Franklin
Forward Franklin Economic Development Committee

MEETING MINUTES

Monday, November 28, 2011

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

The November 28, 2011 meeting of the Forward Franklin Economic Development Committee was called to order by Chairman Haskins at 6:33 pm. Members present were Chairman Haskins, Michlig, Tatlock, Sweeney and Iwinski. Ald. Taylor arrived at 7:02. 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. October 24, 2011

Motion made (Sweeney) and seconded (Michlig) to approve the minutes of the October 24, 2011 meeting of the Forward Franklin Economic Development Committee as presented. Motion carried: 4 Ayes; 0 Noes; Chairman Haskins abstaining.

IV. Announcements (No action to be taken)

A. Announcements relating to Economic Development

Sajdak provided a handout received in the mail from the Business Procurement Assistance Center concerning classes they provide related to business development. No action taken.

V. Business

A. Consideration of request to add a "Downtown Retail" zoning classification as a method of driving Economic Development with possible recommendation to Common Council/Plan Commission for future action.

Citizen Jim O'Malley reviewed a number of handouts relating to identifying a location for a retail area/center to draw commercial development into the Franklin School District. Discussion by Committee members occurred during the course of the presentation. Consensus was that these issues should be looked at but that more research was needed. Committee was generally in favor of bringing in additional parties to further explore the issue.

B. Update on TIF 2 Closing Ceremony

Chairman Haskins provided an update on the event and the planning had begun. No specific details were available yet. No action taken.

C. Funding of Economic Development programs and activities including discussion relating to use of TIF 2 residual funds

Chairman Haskins provided the background on the possible availability of funds left from TIF 2. Ald. Taylor believes that the money should go to economic development. Iwinski suggested that the Committee should first have a budget to make the request for funds more legitimate. Motion made (Michlig) and seconded (Tatlock) to recommend to the Common Council that the residual funds from TIF 2 be allocated to economic development purposes as guided by the Forward Franklin Economic Development Committee. Motion carried: 6 Ayes, 0 Noes.

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. There was also discussion about the Forward Franklin Facebook page.

E. Discussion of Shorewood incentives program as reported by the Milwaukee Journal Sentinel relating to Sendick's Remodeling

Chairman Haskins presented a recent article about a loan program in Shorewood for assisting in remodeling the Sendick's there. Discussion followed about the incentive program and likelihood of success in Franklin.

F. Presentation by Member Michlig on Complete Streets.

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

VI. Next Meeting Date – December 26, 2011

Discussion was centered around the December 26th date. It was unlikely that many people would be available the day after Christmas, so the meeting would not occur on that date. If there is sufficient need, a meeting will be scheduled otherwise.

VII. Adjournment

Motion made (Ald. Taylor) and seconded (Michlig) to adjourn the November 28, 2011 meeting of the Forward Franklin Economic Development Committee. Motion carried: 6 ayes, 0 Noes.