

City of Franklin Economic Development Commission

MEETING MINUTES

October 25, 2010

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

The meeting was called to order by Chairman Skowronski in the Hearing Room of Franklin City Hall at 6:01 p.m.

Members present were Chairman Skowronski, Alderman Olson and Commissioners Hintz, Karolewicz, Kerr and Michlig. Commissioners Burac-Englert, Oleson and Desai were excused. Commissioner Haselow (6:45) arrived later. Also present was City Senior Planner Fuchs.

II. Citizen Comment Period

The Chairman opened the floor to citizen comment. There being no citizens present wishing to speak, the Citizen Comment Period was closed.

III. Approval of Meeting Minutes

A. June 28, 2010 Meeting Minutes

Motion made (Karolewicz) and seconded (Hintz) to approve the minutes of the June 28, 2010 meeting of the Economic Development Commission with corrections.
Motion carried; Ayes (6), Noes (0).

IV. Business

A. A Resolution Amending the Site Plan for Vesta, Inc. Monument Sign Installation

Jerry Kuttaz, representing the Applicant was present. Motion made (Olson) and seconded (Michlig) to approve the Resolution Amending Site Plan for Vesta, Inc. Monumanet Sign Installation as presented. Motion Carried: Ayes (6), Noes (0).

B. Sub-Committee on Economic Development Incentives Report and Possible Recommendation to Common Council

Alderman Olson and Michlig presented the report. Report included a checklist for incentives. Karolewicz suggested that we need to address the customer service aspect – improve the way that Franklin is perceived. Motion made (Olson) and seconded (Michlig) to refer the matter to the Common Council requesting that the Plan Commission and the Mayor's Ad Hoc Development Review Committee receive a copy of the report for implementation into their work and to get staff input as well. Motion carried: Ayes (6), Noes (0).

C. Website Advertising Policy with possible recommendation to Common Council

Alderman Olson provided the back ground on the topic. Consensus was that it would be tough to accomplish/administer. Motion made (Hintz) and seconded (Olson) to place the matter on file. Motion carried: Ayes (6), Noes (0).

D. Discussion of Locally Owned Business Support/Boosterism

Michlig presented the topic and discussed the need to support local business. Skowronski indicated that the Chamber of Commerce should be doing this. Olson suggested expanding the new business section of the City's newsletter. Hintz suggested that it could also feature existing businesses. Motion made (Olson) and Seconded (Michlig) to recommend to the Common Council that the new business listing section in the City newsletter include a 25 word description of product or service as written by business and to include contact information. After discussion, motion was withdrawn.

Motion made (Olson) and seconded (Haselow) to recommend to Common Council the inclusion of a 1/8 page space for new businesses to advertise their business with logo and contact information in the City newsletter and to include the information on the City's web site. Motion carried: Ayes (6), Noes (0), with the Chair abstaining.

E. Discussion of Economic Development Marketing Efforts in traditional and social media with possible recommendation to Common Council.

Michlig presented the topic. Olson suggested that at a minimum that City's Economic Development page of the web site should be updated. Olson suggested that the idea of recreating the city's web site on Facebook should be referred to the Technology Committee. No action taken.

F. 27th Street Steering Committee Report

Olson indicated that the next meeting is in January. He also reviewed the timeline for construction of 27th Street. No action taken.

G. Discussion of Drexel Interchange Impact on Economic Development in Franklin

Olson suggested that the interchange will help corporate businesses. Michlig questioned how does the City mitigate and plan for the interchange. Skowronski indicated that assembling land will be the key and there is not much depth in many locations. No Action taken.

H. Trail Committee Report

Michlig presented the topic. He indicated that Franklin received a \$20,000 Safe Routes to School Grant. It is likely that there will need to be a coordinator who will need to be compensated. No action taken.

I. Chairman's Report on Business Activities

Skowronski indicated that the Industrial Revenue Bond was approved for Dash Medical. The City also approved the Cancer Healing Garden at the Polish Center. Hitter's Baseball facility ran into some DNR issues. No action taken.

J. Commission Rules and Policies Discussion

Skowronski indicated that he was troubled with the attendance issues at the EDC meetings. He indicated that options including downsizing the Commission or eliminating it altogether might be options. No action taken.

V. Next Meeting Date – November 22, 2010

The next meeting of the Economic Development Commission will be November 22, 2010.

VI. Adjournment

Motion made (Karolewicz) and seconded (Haselow) to adjourn the October 25, 2010 meeting of the Economic Development Commission. Motion carried: Ayes (6), Noes (0).