



CITY OF ST. FRANCIS
ECONOMIC DEVELOPMENT
COMMITTEE
JUNE 12, 2018
5:30PM

NOTICE

There will be an Economic Development Committee meeting on Tuesday, June 12, 2018 at **5:30pm** in the West Committee Room at the St. Francis City Civic Center located at 3400 E. Howard Avenue.

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

1. Call to Order
2. Minutes of the meeting held May 8, 2018
3. Presentation by Susan Catral of Catral-Doyle Creative Co. on Marketing Plan for City of St. Francis.
4. Discussion and Possible Action Items
 - A Business of the Year Items
 - B. Potential new Economic Development Events
 - C. City Development Opportunities/Updates and Potential Next Steps
5. Correspondence
6. Adjourn.

Upon reasonable notice, a good faith effort will be made to accommodate the needs of individuals to participate in public meetings, who have a qualifying disability under the Americans with Disabilities Act. Request should be made as far in advance as possible, preferably a minimum of 48 hours. For additional information or to request this service, contact the St. Francis City Clerk at 481-2300. The meeting room is wheelchair accessible from the East and West entrances.

Note: There is the potential that a quorum of the Common Council and/or any other Committee, Commission or Board may be present.

MINUTES FOR THE ECONOMIC DEVELOPMENT COMMITTEE
MEETING HELD MAY 8, 2018, 5:30PM

Members present: Chairman Tom Bilot, Vice-Chair Brian McManus, Rick Wier, Matt Damon, Bryan Kamm, Jay Iverson, Tom Dillon, Carol Babcock, Mayor Ken Tutaj, City Administrator Mark Johnsrud, , and City Engineer/ Director of Public Works Melinda Dejewski.

Excused: Committee Members: Sandy Jaskulski, Greg Schlecht,

Also present: – Alderwoman Janis Schandel

1. Call to Order

The meeting was called to order at 5:30pm.

2. Election of a Chairperson

A motion was made by City Engineer Dejewski, seconded by Committee Member Wier to elect Tom Bilot as chair of the committee. There were no other nominations. Motion carried.

3. Review of the City Code of Ethics

City Administrator Johnsrud stated that all committees, commissions and boards are reviewing the City code of ethics. Chairman Bilot asked if everyone had reviewed the code. The Committee took time to review the code. City Administrator Johnsrud and Vice-Chair McManus offered examples of ethic situations. There were no further questions on the ethics code.

4. Minutes

A motion was made by Committee Member Wier, seconded by Mayor Tutaj to approve the minutes of the April 10, 2018 meeting. Motion carried.

5. Discussion and Possible Action

A. Business of the Year Candidates

There was discussion on possible candidates. The proposed candidates were: Kindercare, Papa Murphy's, St. Francis Dental, Aurora Lakeshore Medical Clinic, Hardees, Lovely Salon, St. Ann's, Reflections Autobody. Committee Member Wier stated that the Committee has ruled out St. Ann's in the past since it is not a business. Alderwoman Schandel stated that she thought Reflections Autobody would be a good candidate since they were in the city a long time and had done some upgrading of the property. It was brought forward that they do not donate often to civic events. St. Francis Dental supports the Miss St. Francis pageant and has also been in the community a long time and done upgrades to the property. There was additional discussion on the other candidates.

Chairman Bilot called for a hand vote to narrow the candidates down to three. The final three candidates were: Lovely Salon, St. Francis Dental, Reflections Autobody. Ballots were cast to determine the recipient of the Business of the Year award. The Lovely Salon was the successful business. A motion was made by Committee Member Wier, seconded by Mayor Tutaj to name Lovely Salon as the St. Francis Business of the Year by unanimous ballot. Motion carried.

B. Business of the Year Locations

There was discussion on possible locations for the dinner. It was decided that the dinner would be held in the City. A sub-committee was formed to gather information. The sub-committee consists of Committee Members Bryan Kamm, Tom Dillon, and Tom Bilot. City Administrator Johnsrud is to reach out to the Lion's Community Center for costs. There was no further action on this item.

C. 10 Areas to Develop and the Next Steps

Chairman Bilot reviewed the Economic Development Ordinance. Based upon the ordinance, the Committee wants more interaction with the Common Council. There was discussion on what items the Committee could work on. The Committee feels like they have been waiting for direction from the Common Council. City Administrator

Johnsrud stated that item number four could be worked on by the Committee. The Committee wants to put “wheels to the pavement” and get things moving. There was discussion on hiring a consultant to help develop a marketing plan. They also want to possibly survey the citizens and help the citizens visualize the potential for development of the areas. The Committee then discussed where to start the process. It was decided to start in the Kinnickinnic Corners Catalytic District. Committee Members Iverson and McMannus have had conversations with Ms. Susan Doyle of a marketing company and want to have her make a presentation to the committee regarding marketing. A motion was made by Committee Member Damon, seconded by Mayor Tutaj to form a sub-committee with Committee Member Jay Iverson and Committee Member McMannus being members to get 2-3 quotes for a marketing firm/visualization plan for the Kinnickinnic Corners Catalytic District. Motion carried.

6. Correspondence

There was no correspondence.

7. Adjourn

A motion was made by Committee Member Damon, seconded by Mayor Tutaj to adjourn. Meeting adjourned at 6:54pm.

From: McManus, Brian [mailto:brian.mcmanus@bmo.com]
Sent: June 07, 2018 09:30 AM
To: Bilot, Thomas; Jay Iverson
Subject: FW: Meeting date

Tom -

See the informal quote we got from Susan below. Range is about \$6M - \$8M, depending on scope.

Brian McManus
Senior Manager, US SAMU

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414-765-7576

From: susan catral [mailto:susan@cdcreative.com]
Sent: Monday, May 07, 2018 3:16 PM
To: McManus, Brian; Jay Iverson
Cc: Ignacio Catral | Catral Doyle creative co.
Subject: Re: Meeting date

Hello Jay and Brian,

Thanks so much for meeting with me last week to discuss branding and positioning for St Francis. My team and I are very excited about the opportunity to work with you on this project.

I will put a more formal proposal together, but I wanted to share some costs in advance of the meeting tomorrow.

Below are the services we recommend based on our conversation:

Discovery Phase \$1000 to \$1500

The Discovery phase would include meeting with you and the board as well as researching other competing communities. We would deliver recommendations based on the research and conversations.

Brand Development \$3000 to \$3500

Brand development includes delivery of 3 or more logo options for review with two rounds of refinement on the selected direction to include color studies and type treatment options with the final art delivered ready for print and digital applications.

Positioning and Tagline Development \$1200 to \$1800

CDC will deliver our recommended positioning statement based on the research and conversations for your consideration and refinement. Tagline options will be developed based on the positioning statement. The selected tagline will be incorporated with the logo for a strong and concise brand.

South KK Aspirational Street Scape Illustration \$1000 to \$1500 per illustration

CDC would meet with the stakeholders to select and photograph a street view for the illustration. We will work from your vision and direction to develop an aspirational streetscape rough sketch and will complete a final illustration based on your feedback. CDC will digitally colorize the final illustration and the final art will be delivered, ready for print and digital applications.

Please let me know if you have any questions or concerns and thanks so much for your consideration,

SUSAN CATRAL - PRINCIPAL
P: 414.276.3075 | M: 414.405.8079
231 E. BUFFALO ST. | MILWAUKEE, WI 53202
catraldoylecreative.com | DRIVEN BY DESIGN

From: "McManus, Brian" <brian.mcmanus@bmo.com>
Date: Wednesday, April 25, 2018 at 9:54 AM
To: susan catral <susan@cdcreative.com>, Jay Iverson <jayjiverson@gmail.com>
Cc: Ignacio Catral <ignacio@cdcreative.com>
Subject: RE: Meeting date

Hi Susan,

This sounds great. I've not been there before but look forward to it.

Thank you and we will see you next week.

Brian

Brian McManus
Senior Manager, US SAMU

BMO Harris Bank N.A.
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From: susan catral [mailto:susan@cdcreative.com]
Sent: Wednesday, April 25, 2018 9:47 AM
To: Jay Iverson
Cc: Ignacio Catral | Catral Doyle creative co.; McManus, Brian
Subject: Re: Meeting date

Hi Jay and Brian,

That sounds great, would the Sweet Diner at 239 East Chicago at noon work for you? <https://www.sweetdiner.com/eat/>

Let us know and we will be there!

Thank you,

SUSAN CATRAL - PRINCIPAL
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From: Jay Iverson <jayjiverson@gmail.com>
Date: Tuesday, April 24, 2018 at 7:55 PM
To: susan catral <susan@cdcreative.com>
Cc: Ignacio Catral <ignacio@cdcreative.com>, <brian.mcmanus@bmo.com>
Subject: Re: Meeting date

Hello Susan,

Thanks for your reply.. Tuesday, May 1 around the lunch hour would work best for us, we were thinking that we could meet somewhere in the Third Ward nearby your office as Brian's office is also in the area. We would love to discuss our ideas over lunch at a restaurant of your choosing. When you have a spare moment please let us know what time/location may work best for you.

Warmest Regards,

Jay Iverson

Sent from my iPhone

On Apr 24, 2018, at 1:26 PM, susan catral <susan@cdcreative.com> wrote:

Hi Jay,

Susan Catral here, Ignacio asked me to reach out to set up a time to meet with you and Brian to discuss your vision for St Francis. Would Monday the 30th in the afternoon work for you or Tuesday the 1st is pretty open for me as well.

We could meet at our office or I am happy to meet in your location as well.

Let us know what works best for you and thanks so much,

SUSAN CATRAL - PRINCIPAL
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From: Ignacio Catral <ignacio@cdcreative.com>
Date: Tuesday, April 24, 2018 at 1:11 PM
To: susan catral <susan@cdcreative.com>
Subject: FW: Meeting date

From: Jay Iverson <jayjiverson@gmail.com>
Date: Tuesday, April 24, 2018 at 12:10 PM
To: "Catral Doyle creative co." <ignacio@cdcreative.com>
Cc: <bmcmanus2@wi.rr.com>
Subject: Meeting date

Good Afternoon Ignacio,

It was nice to chat with you on the phone yesterday. As I mentioned, I sit on the Economic Development Committee for the City of St. Francis and we are looking to update the image of our city and create a marketing piece to be distributed to development firms. I would very much like to talk with you further at your earliest convenience. I have also cc-ed another member, Brian McManus, whom is also spearheading this effort with me and would be joining us for a meeting. Thanks for your time,

Best Regards,

Jay Iverson

Jay Iverson / Exquisitely Crafted Residences LLC
Distinctively designed and crafted renovations
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2017 Business of the Year Dinner

Expense

Pulaski Inn of Cudahy	\$1,347.30
Haukes' Floral N Moare	\$62.00
Plaque, plates, napkins, sauce	\$77.27
	<u>\$1,486.57</u>

Revenue

Ticket sales - 54 tickets	\$1,320.00
10 tickets were complementary	
44 tickets were sold	

Net

Revenue less expense	<u>-\$166.57</u>
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