

**MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING  
HELD APRIL 10, 2018**

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Present: Greg Schlecht, Jay Iverson, Brian McManus, Tom Dillon, Rick Wier, Matt Damon

Also Present: City Administrator Johnsrud, City Clerk/Treasurer Uecker

Excused: Tom Bilot, Sandy Jaskulski, City Engineer Dejewski

Rick Wier called the meeting to order at 4:07 p.m.

Moved by Brian McManus, seconded by Greg Schlecht to place on file the minutes of the Economic Development Committee meeting held January 9, 2018. Motion carried.

Discussion was held, and concurred, that future meetings will be held at 5:30 p.m. starting with the May, 2018 meeting.

Moved by Greg Schlecht, seconded by Jay Iverson to elect Brian McManus as the Co-Chair for the Economic Development Committee. Motion carried.

Duties of the Committee:

Brian McManus stated that this is more of a reminder of what the Committee does besides the Business of the Year event. Jay Iverson also stated that the Common Council needs to give the Committee direction and have the Committee more involved in research and activities.

City Administrator Johnsrud stated that business recruitment should be a function of this group. He felt that a marketing plan should be developed and then market the plan, not the properties. It may be necessary to hire an architect to draw designs for the marketing plan and that would be part of the marketing process. Brian McManus suggested sub groups to talk to existing businesses to see what they want or need as well as to ask why they like doing business in St. Francis. Brian felt one group could focus on the Business of the Year dinner as far as promotion, participation and attendance and another could work on identifying and contacting developers to come to St. Francis. Jay Iverson suggested having a planner come in and talk with the committee. He suggested the planner from the City of West Allis. Another suggestion was to do a survey of residents and businesses as to what they are looking for in selected development sites in the City. TIF funds could be used to develop/create the survey that would be used. According to Jay Iverson, the City of Milwaukee did "street scapes" which they then showed to developers as to what the City was looking for. St. Francis could do the same – and have two different street scapes to allow the residents to see the vision of the Committee and then make a choice as to their preference. Brian McManus agreed that it has to be general ideas and not brand specific. The area identified to potentially do this for would be Kinnickinnic Avenue from St. Thomas More to Howard Avenue. At the next meeting, the Committee could define 10 areas to develop and discuss what the next steps would be.

Business of the Year:

Rick Wier stated that last year's recipient was Associated Bank. He reviewed the current criteria for selecting the Business of the Year. Suggestions for this year included Lovely Solon. Matt Damon suggested having the recipient be from the area that the Committee is looking to highlight for further development or redevelopment. City Administrator Johnsrud asked if it had to be a dinner or could it be a breakfast.

Further discussion on this was tabled until the next meeting.

Moved by Tom Dillon, seconded by Rick Wier to adjourn. Motion carried.

Time: 5:06 p.m.