



CITY OF ST. FRANCIS
ECONOMIC DEVELOPMENT
COMMITTEE

January 8, 2019
5:30PM

NOTICE

There will be an Economic Development Committee meeting on Tuesday, January 8, 2019 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. Resignation of Chairperson.
3. Election of Chairperson.
4. Minutes of the meeting held December 11, 2018.
5. Discussion and Possible Action Items
 - A. Business of the Year Dinner
 - B. Marketing/Development Plan for Kinnickinnic Corners
 - C. 2019 Economic Development Committee Goals
6. Correspondence
7. 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 DECEMBER 11, 2018, 5:30PM

Members present: Vice-Chair Brian McManus, Rick Wier, Bryan Kamm, Caryle Babcock, Charles Buechel, Jay Iverson, Mayor Ken Tutaj, City Administrator Mark Johnsrud, , and City Engineer/ Director of Public Works Melinda Dejewski.

Excused: Committee Members: Chairman Tom Bilot, Tom Dillon, Sandy Jaskulski, Greg Schlecht.

Also present: – Jay Blue of Ayres and Associates.

1. Call to Order

The meeting was called to order at 5:30pm by Vice Chairman Brian McManus.

2. Minutes

A motion was made by Committee Member Wier, seconded by Mayor Tutaj to approve both sets of minutes. Motion carried.

3. Discussion and Possible Action Items

Kick-off Meeting – Ayres and Associates – Marketing/Development Plan – Kinnickinnic Corners

Mr. Jay Blue of Ayres and Associates began by reviewing the base maps for the project area. He explained some of the environmental issues that were outlined in the various environmental studies done on some of the sites in the project area. There was discussion about what would get people in St. Francis out of their homes and to the project area. He asked if anyone had any destination-type areas that they thought they liked. The Committee stated that they liked: The Battery in Atlanta, Pewaukee Village downtown along the Lake, Madison around the Capital, Delafield, Oconomowoc Pabst Farms, Wauwatosa Village Center.

Mr. Blue then asked the Committee what types of development they thought would be suitable for the project area. Responses were: Sendiks-To-Go, Baralottas type restaurant, coffee shop with outdoor space. There was further discussion on some of the aesthetics for the area and the need to define them as well as different solutions for parking.

The Committee was then asked to describe the character and aesthetic of St. Francis. The Committee stated that St. Francis fees dated; that it needed to be updated but not ultra-modern. That it is a bedroom community that feels very safe and family orientated. Developments need to continue those assets. The community is close to the airport and downtown which is very convenient. Mr. Blue followed up with asking the Committee what they thought was missing from the community. The Committee said more restaurants and a banquet hall for 100-200 people.

Mr. Blue questioned if there were parades in the City and if so, how many and when they occurred. He also asked about public art. The Committee stated there were 3 parades – 4th of July, St. Francis Days on Labor Day weekend, and a Christmas Parade. The Committee did not have a strong opinion about public art but is willing to consider it.

Mr. Blue then discussed a “brand” for St. Francis. He stated that sometimes development projects have a “brand” or a certain “look” to them. They often include brick, timber, rock. The Committee thought that the development should not be too modern or urban but would have traditional aesthetic values.

Mr. Blue explained that there would be a workshop meeting where the Economic Development Committee and anyone else the Committee thought should be included would meet to discuss many of these same items. Ayres would bring images and ideas to the meeting. There would be smaller groups that would go through the images and ideas to develop concept alternatives which would be brought back to the Economic Development Committee. Once refined, the alternatives would be provided to the public via a link on the City website and the public could provide comments on the alternatives. Ayres would monitor and collate the comments and present it to the Committee. The date that was chosen for the workshop was January 30, 2019 at 4:00pm. The Economic Development Committee would be there and the Common Council and Planning Commission would be invited.

The Committee also wanted to invite SR Mills of Bear Development, Bob Monnat of Mandel, Jim and/or John Siepmann of Siepmann Realty.

4. Correspondence

There was no correspondence.

5. Adjourn

A motion was made by Committee Member Iverson, seconded by Committee Member Kamm to adjourn. Meeting adjourned at 6:47pm.