



## MINUTES OF AN OFFICIAL MEETING:

Regular / Special Meeting: Economic Development Committee

Date and Time: Monday, January 4, 2021 at 5:00pm

Location: City Hall, 2000 North Calhoun Road, Brookfield, WI 53005, Main Conference Room

Members Present: Alderman Bob Reddin, Ram Subedi, Brian Shecterle, and Glen Allgaier

Members Excused: Scott Oleson,

Others Present: Economic Development Coordinator Todd Willis, President of Visit Brookfield Nancy Justman

### 1. Roll Call

Alderman Reddin noted a quorum present and called the Economic Development Committee to order at 5:11 pm.

### 2. Announcements

Chairman Reddin announced the next regular scheduled Economic Development Committee meeting will be Monday, February 1, 2021 at 5 pm.

### 3. Minutes of the December 7, 2020 Economic Development Committee Meeting

***Motion by Member Glen Allgaier, second by Member Brian Shecterle to approve the minutes of the November 2, 2020 Economic Development Committee Meeting. Motion carried 4-0 unanimously.***

### 4. New Business

- a) Report from the Brookfield Convention and Visitor's Bureau – Nancy Justman, President said that typically November through February are a slow time in the Brookfield hotel industry. Occupancy for the City is between 15-22%, which is far below normal operations in the City. The Courtyard by Marriott was purchased by a new brand, and will be going through the rebranding process over the next few months. The Best Western Premiere has notified staff that they will no longer be under the Best Western brand, and will be switching to a Holiday Inn brand over the next few months. Mrs. Justman also explained that best estimates from the industry is for a 2-3 year recovery process following COVID-19. Mr. Allgaier asked what that would do with the City using Room Tax to pay down the debt for the Brookfield Conference Center. Chairmen Reddin said he thought 2021 will still be an off year due to the need to still

rollout the vaccine to the general public, but that hopefully 2022 and 2023 will allow for the industry to get back on track without putting stress on the City's budget.

- b) Updated Store Closings/Opening – Mr. Willis presented to the EDC the update on store openings and closings for the month of December and the 4<sup>th</sup> Quarter of 2020. Included in the presentation was a model for tracking absorption rates of industrial, office, and retail spaces from month to month. As spaces become available, the City would have a catalog of each space located within the City for easier tracking from month to month.
- c) Featured Business Award/Program – Mr. Willis went over the “Featured Business” program application (**ATTACHMENT 1**). A program overview sheet was also provided to the members (**ATTACHMENT 2**). Mr. Willis explained that with Economic Development Committee approval tonight, he would send out an email blast to promote the program. He stated that he would also put information of the City's Economic Development webpage.

***Motion by Member Brian Shecterle, second by Member Ram Subedi to approve the application and program overview of the “Feature Business” program to be placed on the Economic Development webpage. Motion carried 4-0 unanimously.***

- d) Report from the Economic Development Coordinator – Verbal & Handout
  - 1. Mr. Willis handed out the 2021 Meeting Calendar
  - 2. Mr. Willis handed out a copy of Ord. 2734-20, which allows for members to participate in government meetings by phone in certain circumstances.
  - 3. Mr. Willis handed out a copy of Ord. 2735-20, which extends the ability for Brookfield businesses to apply for Temporary Use/Premise Extensions

5. Adjournment

***Motion by Member Brian Shecterle second by Member Glen Allgaier to adjourn the meeting at 5:49 pm. Motion carried 4-0 unanimously.***

Respectfully Submitted:  
Todd Willis  
Economic Development coordinator

**Attachment 1**

**Featured Business Program Application**

Name of Business Being Nominated: \_\_\_\_\_

Address of Business Being Nominated: \_\_\_\_\_

Name of Person Nominating the Business: \_\_\_\_\_



The Economic Development Committee is accepting applications for a quarterly Featured Business program. The selected business for each quarter will receive a spotlight in the Mayor's Quarterly Newsletter distributed in March, June, September, and December. The selected business will also have the opportunity for a social media blast courtesy of Visit Brookfield the City's Tourism and Promotion entity.

**Criteria:**

- The business has to have been located in the City for at least a year
- The business needs to be up to date on any building/fire inspections and code compliant
- The business needs to have at least 5 employees
- The business demonstrated a significant impact on the community in the past year through volunteerism, donations (time or monetary), or growth

**How to Apply:**

- 1) Download the application from the City website, or pick up from the Community Development Department at City Hall (2000 N. Calhoun Rd., Brookfield, WI 53005)
- 2) Fill out the application and supplement with any related materials that may be relevant based on the criteria
- 3) Submit the application to Economic Development Coordinator Todd Willis at [willis@ci.brookfield.wi.us](mailto:willis@ci.brookfield.wi.us) or the Community Development Department at City Hall (See nomination deadlines for each quarter below)

March – Deadline is February 1, 2021

June – Deadline is May 3, 2021

September – Deadline is August 2, 2021

December – Deadline is November 1, 2021