



MINUTES OF AN OFFICIAL MEETING:

Regular / Special Meeting: Economic Development Committee

Date and Time: Monday, March 1, 2021 at 5:00pm

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

Members Present: Alderman Bob Reddin, Ram Subedi, Scott Oleson

Members Excused: Brian Shecterle, Glen Allgaier

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 5:07 pm.

2. Announcements

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

3. Minutes of the February 1, 2021 Economic Development Committee Meeting

Motion by Member Scott Oleson, second by Member Ram Subedi to approve the minutes of the February 1, 2021 Economic Development Committee Meeting. Motion carried 3-0 unanimously.

4. New Business

- a) Report from the Brookfield Convention and Visitor's Bureau – Nancy Justman, President gave her February monthly report for the Visitors Bureau and the Brookfield Conference Center (BCC) to the EDC Committee. She also reported the Visitors Bureau's yearly report to the Committee. In 2020 Visit Brookfield booked 43 events, had 28 postponed, 24 cancelled, and lost 80. Visit Brookfield had a 2020 goal of keeping the website/web engagement bounce rate below 20% for the year, and maintained a rate of 12.27%. Mrs. Justman reviewed the 2020 website, campaigns, and social media content with the committee. For the BCC, the website has generated 192 leads, and 15% of all sessions on the webpage end on the "contact us" page. The BCC website/web engagement has a bounce rate of 65.23%, but Visit Brookfield staff is working on how to lower that rate. The Google Ad/marketing campaigns created better than industry average results for the BCC and 126 calls to Visit Brookfield and the BCC.

b) Vacancy and Absorption for Industrial, Office, and Retail Review – Mr. Willis went over the vacancy and absorption table for Industrial, Office, and retail properties in the City of Brookfield.

- Industrial – 163,000 SF available, +5,300 SF Absorption, 4% vacancy
- Office – 1.17 Million SF available, -27,500 SF Absorption, 19% Vacancy
- Retail – 700,000 SF Available, 13 % Vacancy

c) Report from the Economic Development Coordinator – Verbal & Handout

1. Mr. Willis reviewed the new Business, Office, and Limited Industry zoning being proposed along the City's 124th St. Corridor. The zoning would open up the Brookfield properties along the corridor to opportunities that are emerging in the region or could emerge depending on the Brigg's & Stratton property in Wauwatosa.
2. Mr. Willis explained there was a recent article in the *New York Times* that discussed the Ghost Kitchen concept. As part of the reporting, it specifically described the situation in the City of Brookfield. The positives of the concept from the business community was it allows for an influx of business without disruption to normal business operations. Some of the negatives is the effects on other local and regional businesses that don't have the advertising placement on food delivery apps as the ghost kitchens do.
3. Mr. Willis updated the Economic Development Committee on the Brookfield Train Depot Development Project.

5. Adjournment

Motion by Member Scott Oleson second by Member Ram Subedi to adjourn the meeting at 5:45 pm. Motion carried 3-0 unanimously.

Respectfully Submitted:

Todd Willis

Economic Development coordinator