



MINUTES OF AN OFFICIAL MEETING:

Regular Meeting: *Economic Development Committee*

Date and Time: *Monday, August 2, 2021 at 5:00 pm*

Location: *City Hall, 2000 N. Calhoun Rd., Council Chambers*

Members Present: *Alderman Bob Reddin, Glen Allgaier, Scott Oleson*

Members Excused: *Brian Shecterle, Open Seat*

Others Present: *Todd Willis, Economic Development Coordinator, Nancy Justman, Executive Director of Visit Brookfield*

1. Roll Call

Alderman Reddin noted a quorum present and called the Economic Development Committee to order at 5:01 pm

2. Announcements

- a. The Next Regularly Scheduled meeting will be held on Monday, September 13, 2021 at 5:00 pm

3. Minutes of the June 21, 2021 Economic Development Committee Meeting

Motion by or Member Scott Oleson, second by Member Glen Allgaier to approve the minutes of the May 3, 2021 Economic Development Committee meeting. Motion carried 3-0 unanimously.

4. New Business

- a. Report from the Convention and Visitors Bureau

Mrs. Justman stated that she did not have the July total for the Brookfield Conference Center. Events are trending upwards for the building, and 3rd and 4th quarter are almost booked up. Hotels are struggling to reach appropriate staffing levels. Similar to the struggles that retailers are having, entry level positions are going unfilled. Hotels are paying at a \$15/hr. rate which is a \$4 industry average increase. Mr. Willis added that hotels are starting to require 2 day minimum stays within the market. Mrs. Justman confirmed and stated that was because hotels do not have enough staff to turn over the rooms daily. Mr. Allgaier asked how the room taxes were in comparison to the historical norms. Mrs. Justman stated that the City is currently about 25% below the usual collection. Alderman Reddin asked about the cancellation policy at the Brookfield Conference Center? Mrs. Justman stated that the Brookfield Conference Center has its own cancellation policy, but for the most part they do not do refunds, rather will reschedule the event.

- b. Update on Brookfield vacancy and absorption rates for industrial, office, and retail markets

Mr. Willis went over the vacancy and absorption report for May 2021 of the office, retail, and industrial properties in the City. *(Staff Report Supplied)*

c. Featured Business Program Application Review

Mr. Willis explained that there was only one applicant for the Featured Business Program: Components Company Incorporated (CCI). Alderman Reddin stated that seeing as there was only one applicant he would entertain a motion.

Motion by Member Scott Oleson, second by Alderman Bob Reddin to approve Components Company Incorporated (CCI) as the Featured Business for the 2nd Quarter. Motion carried 3-0 unanimously.

d. Report of the Economic Development Coordinator

1. Development Projects Update

Mr. Willis discussed a new project at the next Plan Commission 3015 N. Brookfield Rd. will be taken up. A 2-3K SF restaurant and 5-7 apartments with underground parking. Brookfield Depot site is graded and pad is ready, just waiting on the relocation agreement from CP Rail. The Sabella's property is on the next Plan Commission to be converted to CC's Elbow Room. Mr. Willis explained that Brookfield fell to the 4th largest community in equalized value in 2021. He further explained that discussions have begun on sanitary sewer capacity issues in the Brookfield Square, Deer Creek, and Underwood Creek basins. So there are certain types of development can't currently be accommodated (i.e. apartments, hotels, and certain types of restaurants). Mr. Willis stated at the next EDC meeting he would share an economic Impact report that will be discussed at the following Water & Sewer Board/Plan Commission meeting.

5. Adjournment

Motion by Member Scott Oleson, second by Member Glen Allgaier to adjourn the meeting at 5:42 pm. Motion carried 3-0 unanimously.

Respectfully Submitted: September 9, 2021

Todd Willis

Community Development – Economic Development coordinator

Update on Brookfield vacancy and absorption rates for industrial, office, and retail markets - Staff Report

Office

July 2021 – July again showed positive absorption in the City's office market, with an 8,055 SF gain. The City currently still has a little more than 1.2 million SF of available space or a 20% vacancy rate.

Year-to-Date - The City's year to date office market absorption is (145,630) SF, while the year to date absorption average for the City's office market is (24,272) SF.

Retail

July 2021 – July also showed continued positive absorption in the City's retail market, with an 8,452 SF gain. The City currently has a little more than 750,000 SF of available space or a 13.6% vacancy rate.

Year-to-Date - The City's year to date office market absorption is (196,024) SF, while the year to date absorption average for the City's retail market is (32,670) SF from February through July.

Industrial

July 2021 – Every month in 2021 has been a positive gain in the City’s strong industrial market. With July having a 20,676 SF gain, the largest of the year. The City currently has a little more than 110,000 SF of available space or a 3% vacancy rate.

Year-to-Date - The City’s year to date industrial market absorption is 60,815 SF, while the year to date absorption average for the City’s industrial market is 10,136 SF