



MINUTES OF AN OFFICIAL MEETING:

Regular / Special Meeting: Economic Development Committee

Date and Time: Monday, August 10, 2020 at 5:00pm

Location: City Hall, 2000 North Calhoun Road, Brookfield, WI 53005, Council Chambers

Members Present: Alderman Bob Reddin, Glen Allgaier, Ram Subedi

Members Excused: Scott Oleson, Brian Shecterle

Others Present: Nancy Justman, Todd Willis, Alderman Chris Blackburn

1. Roll Call

Alderman Reddin noted a quorum present and called the Economic Development Committee to order at 5:03 pm

2. Minutes of the June 29, 2020 Economic Development Committee Meeting

Motion by Member Glen Allgaier, second by Member Ram Subedi to approve the minutes of the June 29, 2020 Economic Development Committee Meeting. Motion carried 3-0 unanimously.

3. New Business

- a) Report from the Brookfield Convention and Visitor's Bureau including updated BCC rental report, 2019 Yearly Metrics, 2020 Projected Balance Sheet/2021 Budget, Staff Furloughs, and Business Outreach – Nancy Justman, President

Mrs. Justman went over the STR Report for 2020, and explained what each specific area relates to (ex: occupancy, average daily rate, etc...). Currently the City is off by about 45% of its normal occupancy due to COVID-19. She stated there are 29 confirmed events and 8 tentative for the remainder of 2020 at the Brookfield Conference Center. 2021 has 53 definite events and 9 tentative events planned for 2021.

- b) 6 Month Report from Waukesha County Center for Growth (City Staff)

Mr. Willis went over the handouts provided by Waukesha County Center for Growth (WCCG). He noted that Tim Casey will bring more specific numbers related to the Economic Development Committee at September 14, 2020 meeting.

- c) Report from the Economic Development Coordinator – Verbal

Official Minutes of the Economic Development Committee

1. Village Update (Depot) – Mr. Willis stated that he was working on the depot project with the developer and City staff for the process to get the depot moved. The developer has a contract with CP Rail to move the depot. Developer will be closing on the property soon.
2. 2021 Budget Discussion – Mr. Willis mentioned that he was basically freezing expenses from the EDC budget, in order to carry over funds to 2021 due to cuts.
3. Brookfield Apartment Occupancy and Other Data Discussion – Mr. Willis went over the City of Brookfield apartment occupancy report that was requested by Alderman Reddin.
4. Economic Development Coordinator EDFP Certification – Mr. Willis explained the Committee that he had passed his final Economic Development Financial class, and was now a certified Economic Development Finance Professional.

4. Adjournment

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

Respectfully Submitted:

Todd Willis

Economic Development coordinator