



## MINUTES OF AN OFFICIAL MEETING

**Regular Meeting of:** Economic Development Committee

**Date and Time:** Monday, September 11, 2023, at 5:00 pm

**Location:** Brookfield Conference Center, 325 S Moorland Road, Brookfield, WI 53005.

**Members Present:** Alderman Bob Reddin, Brian Shecterle (remote), Michelle Bougie (remote), Brian Melter, Mushir Hassan

**Others Present:** Director of Community Development Dan Ertl, Nancy Justman-President Visit Brookfield, Maek Ostendorf, Visit Brookfield Board member and Carl Allen, Visit Brookfield Board member

**Members Absent/Excused:**

9/11/2023 - Minutes

1. Roll Call
  - a. Introductions of Visit Brookfield Board of Directors Executive Committee
2. Announcements
  - a. The Next Regularly Scheduled meeting is Monday December 4, 2023, at 5:00 pm.
3. Approval of Minutes
  - a. Minutes of the June 5, 2023 meeting.

**Motion by Member Brian Melter, second by Member Mushir Hassan to approve the minutes of the June 5, 2023 Economic Development Committee meeting. Motion approved 5-0.**

4. New Business
  - a. Staff report on the potential need to broaden the purposes of the Economic Development Committee (EDC).

Mr. Ertl summarized his report regarding public policies assigned to the EDC by the Common Council and his conclusion that the EDC's roles and responsibilities as identified in the City Code do not empower the EDC to act upon all of those directives. Secondly, Mr. Ertl identified macro and micro economic conditions of the office and retail markets in Brookfield that need attention and the current codified roles and responsibilities for the EDC do not empower the EDC to make effective and impactful recommendations to the Common Council to address these deteriorating conditions. The precipitous drop in real estate values at Brookfield Square and the former Boston Store were highlighted by the EDC in a lengthy discussion. Members Shecterle and Bougie asked Mr. Ertl what influence the City or EDC can have on those conditions. Mr. Ertl and Chairman Reddin responded that the EDC could help support the Common Council in formulating strategies to address those concerns, but in the end the

mal managing partner- CBL- must take steps. Mr. Ertl suggested that the discussion should focus on more than just Brookfield Square. Chairman Reddin pointed out the three resolutions that the EDC has taken positions on in the past and that some may have been outside the boundaries of the EDC's codified role, but nevertheless were advanced to the Council. Maybe it is better to have the codified EDC roles aligned with the EDC's current needs. No action taken on this item.

- b. Input from members of the Executive Committee of Visit Brookfield Board of Directors regarding the need for redevelopment of properties located in the City of Brookfield, including hospitality and retail-based properties and collaboration with the EDC.

Nancy Justman, Mmark Ostendorf and Carl Allen gave their comments relative to market conditions. Mr. Allen stated that while not directly impacted by the mall's decline, it does limit the amenities that his hotel guests can enjoy. Ms. Justman stated that the City needs to refill the Economic Development full-time position as the community needs full-time support in attracting new businesses. Brookfield is not keeping pace with its peers. No action taken on this item.

- c. Existing Economic Development Committee duties and responsibilities per the City Code.

Chairman Reddin summarized the existing codified roles of the EDC and the proposed revisions and recommended the new changes. No action taken on this item.

- d. Resolution - Proposed Economic Development Committee duties and responsibilities.

**A motion was made by member Members Shecterle and seconded by Member Bougie to approve the resolution recommending revisions to the codified role and responsibilities of the EDC. Motion carried 5 Ayes 0 Noes.**

## 5. Adjournment

**Motion by Member Hassan, seconded by Member Melter to adjourn the meeting at 5:50pm.  
Motion carried 5-0 unanimously.**

Respectfully Submitted: Daniel F. Ertl - Director of Community Development