



**Minutes of the Economic Development Commission**  
**Franklin City Hall Lower Level Room**  
**9229 W. Loomis Road, Franklin, Wisconsin**  
**Monday, November 25, 2019 – 6:30 p.m.**

Members Present				Others Present	
Barber, Alderman	x	Goetsch, Rob	x	Calli Berg, Franklin Director of Economic Development	
Bobowski, Steve		Soto, Mike			
Cool, Matt		Barbara Wesener	x		
Dausman, Paul (Chair)	x				

- I. The meeting of the Franklin Economic Development Commission (EDC) was called to order at 6:32 by Chairman Dausman.
- II. The floor was opened for citizen comment at 6:32 p.m. and closed at 6:33 p.m. There were no public comments.
- III. Barber moved, supported by Wesener, to approve the minutes of the October 28th, 2019 meeting. Motion carried.
- IV. Barber moved, seconded by Goetsch to approve the Vesta-Lubrizol Site Plan with the encroachment of a dehumidifier equipment platform into the minimum required rear yard. Motion carried unanimously.
- V. The commission discussed the planning process and the Unified Development Ordinance (UDO) and wished to partner with the Planning Department to create updates to the UDO and improvements to the process that businesses go through to locate or expand in Franklin. Berg will look at the budget and determine if money in the 2019 EDC budget could be carried over to 2020 to assist with those activities.
- VI. The Commission reviewed the BizTimes advertising opportunities and determined to table it indefinitely as the commission reviews all marketing opportunities for 2020.
- VII. The Commission reviewed the Market Plan provided by THIEL Brand Design and deferred decision making until receiving addition information on how creative components would be handled and how we would begin using social media platforms for marketing and PR of city development. Discussion will be ongoing while Berg determines how much money would be available in 2020 for marketing.
- VIII. The next meeting of the EDC is January 27<sup>th</sup>.
- IX. Wesener moved, supported by Barber, to adjourn the meeting at 7:24 p.m. Motion carried.