

Minutes of the Franklin Economic Development Commission
Franklin City Hall Lower Level Conference Room
9229 W. Loomis Road, Franklin, Wisconsin
September 27, 2021 – 6:30 p.m.

Members Present		Others Present	
Barber, Mike	x	Timothy Wachter (Vice Chair)	x
Bobowski, Steve (Chair)	x	Barbara Wesener	x
Goetsch, Rob	x	Vacancy	
		Vacancy	

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 6:32 p.m. by Chair Bobowski.
- II. The floor was opened for citizen comment at 6:34 p.m. and closed at 6:34 p.m.
- III. Due North Media gave a presentation on a Targeted Online Marketing tool, Audience Extension.
- IV. Member Wachter moved, seconded by Member Goetsch, to adopt a Resolution Approving a Site Plan Amendment for a Building Addition with a Floor Area of 32,000 Square Feet As An Expansion Of Custom Fabricating & Supply In The City Of Franklin Industrial Park. All voted Aye; motion carried.
- V. The Commission discussed last month’s presentation of Multiview, a B2B digital marketing tool. While generally in favor of moving forward, the commission had several questions on how the tool works that Director Berg will research and bring back to the next meeting.
- VI. Alderman Barber moved, seconded by Member Wesener, to spend \$3,000 for a three-month Audience Extension program with Due North Media. Alderman Barber, Member Goetsch, and Member Wachter voted Aye; Chair Bobowski and Member Goetsch voted No. Motion carried.
- VII. Member Wachter moved, seconded by Member Goetsch, to approve the August 23rd minutes. Motion carried.
- VIII. Chair Bobowski provided an update on South Suburban Chamber of Commerce activities.
- IX. Alderman Barber moved, seconded by Member Goetsch, to approve the slate of nominations and winners for the 2021 Excellence In Business awards that takes place as part of the annual Business Appreciation Celebration. Motion carried.
- X. The next meeting of the EDC is scheduled for October 25th, 2021 at 6:30 p.m.
- XI. Alderman Barber moved, seconded by Member Wesener, to adjourn the meeting at 9:28 p.m. Motion carried.