



**Minutes of the Franklin Economic Development Commission
Franklin City Hall Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
August 16, 2024 – 3:00 p.m.**

Members Present			Others Present	
Barber, Mike	x	Timothy Wachter (Vice Chair)	x	
Bobowski, Steve (Chair)	X	Barbara Wesener	x	John Regetz, Economic Development
Justin Lockridge				

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 3:02 p.m. by Chairman Bobowski.
- II. The floor was opened for Citizen Comment at 3:02 p.m. No citizens were present, and Citizen Comment closed at 3:03 p.m.
- III. Approve Minutes from the July 26, 2024 meeting – Motion by Barber, second by Wesener, to approve. Motion carried.
- IV. 2024 Business Appreciation Celebration (BAC)
 - a. Speaker suggestions – Dale Kooyenga, President of MMAC, has accepted EDC’s invitation to be the Keynote Speaker at the BAC. He should develop his comments from Franklin’s perspective and describe M-7’s role in economic development.
 - b. Awards Nominations – Nominations were made as attached.
 - c. Program Proposal – Regetz solicited a proposal from Mary Christine Public Relations, City of Franklin’s public relations consultant, to prepare the BAC printed program for \$1,269. Motion by Wesener, second by Barber, to approve. Motion carried.
- V. Biennial Report Proposal – Regetz solicited a proposal from Erik Brooks, whom updated the EDC’s marketing materials, to develop a bi-annual report to illustrate Franklin’s economic development progress. More detail regarding content was desired, which Brooks will provide for the September meeting.
- VI. 2025 Budget – Regetz presented a draft operations & promotions budget for review with less funds in Other Professional Services, more in advertising and a Communications Consultant services line added. More funds were desired for the Communications Consultant services and the budget was kept at the 2024 level. Motion by Wachter, second by Wesener, to request an Economic Development Dept. Promotions Budget of \$80,750 from the City of Franklin Common Council. Motion carried.

VII. Economic Development Update

- a. Strategic Planning – A draft survey was reviewed and amended as attached. Post cards will be mailed to Franklin Residents in September with a link to take the survey on-line.
- b. Current Prospects – Motion by Barber, second by Wachter, to enter closed session. Motion carried.

The Economic Development Commission may enter closed session pursuant to Wis. Stat. § 19.85(1)(e), for market competition reasons, to deliberate and consider potential commercial/industrial/manufacturing development(s) and governmental actions in relation thereto, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

Motion by Barber, second by Wesener, to return to open session. Motion carried.

VIII. Next meeting date – Regularly scheduled, September 20, 3:00 pm

IX. Adjournment – Motion by Barber, second by Wachter to adjourn. Motion carried.