

# Village Of Brooklyn

P.O. Box 189 • 210 Commercial • Brooklyn, Wisconsin 53521  
608-455-4201 • Fax: 608-455-1385 • Email: clerk@brooklynwi.gov

## **Economic Development Committee October 18, 2012 Minutes**

Members Present: Heather Kirkpatrick, Dorothy Frandy, Tim Belter, Steve Lust, Nissan Rodriguez

Members Absent: Dave Fahey, Nadine Walsten, Scott Meier

Others Present: Brit Springer

Meeting was called to order at 6:32 PM by Kirkpatrick.

Frandy motioned to approve the 9/25/12 EDC minutes. Motion was seconded by Lust. Motion carried unanimously .

Economic Development section of the Village website was discussed with Brit Springer of Moonlight Designs. No decisions were made and the topic will be discussed at the next meeting. The EDC would like the site to be informative with links to other business related resources for new and existing businesses.

Update on a proposed business park: Don't have a purchase price yet (should have on Monday October 22<sup>nd</sup>). Next CARPC meeting is November 8<sup>th</sup>.

Update on TIF application. Meeting is scheduled for October 30<sup>th</sup>.

Kirkpatrick motioned to approve the 2013 Economic Development Goals. Motion was seconded by Belter. Motion carried unanimously. Those goals are:

1. Complete the Economic Development Strategic Plan utilizing our Village planner, Vierbicher & Associates and present the finalized Economic Development Strategic Plan to the Village Board for approval.
2. Survey the Village and surrounding community to determine the public opinion of our Village identity/image and brand. As part of this process, participate in the First Impressions program with another village of similar size and demographics.
3. Improve communication with our residents and local business community by utilizing social media sites and measuring effectiveness by number and type of responses.
4. Create a marketing package to distribute to interested commercial parties including the availability of current space, building and development opportunities and the qualities that make Brooklyn attractive, such as a well located community equidistant between Madison and Janesville.

Review the preliminary approved EDC budget from the Village Board.

The Committee does not yet have an estimated cost per acre for the Village to develop 10 acres of the proposed business park (still waiting for a purchase price of the land).

Timelines for the following were discussed. All time lines were "To be Determined" and no decisions were made on these:

- a. Marketing packet for business park.
- b. Open House for local businesses and entrepreneurs.
- c. First Impressions Program Participation.
- d. Update on exterior lighting for the Community Building.

Frandy motioned to adjourn the meeting at 7:43 PM. Motion was seconded by Belter. Motion carried unanimously.