



Milwaukee 7 Council Meeting  
March 1, 2006

Minutes

PRESENT: Mayor Tom Barrett, Mark Cronce, Mike Grebe, Willie Hines, Mark Jaeger, Suzanne Kelley, Paul LaSchiazza, Joel Quadracci, David Rayburn, Carlos Santiago, Steve Smith, Robert Spitzer, Mary Ellen Stanek, John Torinus, Dan Vrakas, Jerry Waelti, Scott Walker, Ed Zore

STAFF: Dean Amhaus, Julie Granger, Wendy Hauser, Pat O'Brien, Jim Paetsch, Tim Sheehy, Julia Taylor

Call to Order

Chair Steve Smith called the meeting to order at 7:45 a.m.

Welcome

Quad/Graphics President & Chief Operating Officer Joel Quadracci and Waukesha County Executive Dan Vrakas welcomed the Milwaukee 7 Council to Quad's Sussex plant and Waukesha County respectively.

WCEDC Presentation

Bill Mitchell, president of the Waukesha County Economic Development Corp., provided council members with an overview of the economic activity that is taking place in Waukesha County. Thinking differently by collaborating as a region and partnering locally is key to working together as a region noted Mr. Mitchell. Waukesha County's base of knowledge, innovation, wealth and capital are exciting examples of the dynamics that are taking place in each of the Milwaukee 7 counties.

Campaign Update

Council co-chairs Steven J. Smith, chair of the Greater Milwaukee Committee, Dennis Kuester, chair of the Metropolitan Milwaukee Association of Commerce (MMAC) and Milwaukee Mayor Tom Barrett announced that the group has reached its base campaign goal of \$5,286,000, which will be used to support economic development initiatives in the region during the next five years. WE Energies was recognized for stepping up once again and increasing their support by funding the entire cost of the Resource Center.

## Call Program

130 high-level volunteers have been recruited to join the CEO Call Program and three orientation sessions have been held to familiarize them with the Milwaukee 7 economic development effort. These volunteers will conduct the visits with CEOs and business owners. Volunteers will receive interview and Executive Pulse training on March 1 and March 6.

550 manufacturers have been identified in the Milwaukee 7 region that will be the targets for the first round of CEO calls. The list includes all manufacturers with 50+ employees that have experienced stable or growing employment in the previous year. Visits will commence in March.

The Executive Pulse survey instrument has been modified based on extensive feedback from county and municipal economic development professionals. The survey is now in its final form and fully loaded into Executive Pulse.

A summary of findings has been completed for manufacturing calls done through Mayor Barrett's Call Program in the City of Milwaukee, and a debriefing session with the Mayor and CEOs who were interviewed is scheduled for March 22 to discuss the findings.

## Website/Resource Center

Hanson Dodge has been selected as the design and marketing communications firm responsible for creating the regional business website and the discovery phase for the main body of the website is underway. A survey has been distributed to nearly 30 county economic development executives and other interested parties seeking their input during the design phase of an effective site. Their responses will shape the site map and navigation, guiding the work of Hanson Dodge Creative, the project vendor. Next steps include identifying and benchmarking best-in-class sites and developing the road map and content for the site with an anticipated soft launch of the website in June of 2006.

The Board of Realtors has expressed interest in providing the demographics piece once the licensing agreement can be negotiated and the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is hosting a meeting of County Land Information Officers to determine how best to incorporate county Global Information System (GIS) data into the new real estate/demographic "virtual resource center" portion of the website. A subgroup of the website team, consisting of participants from the MMAC, MDC, SEWRPC, Forward Wisconsin, the Regional Economic Partners and Ruckert/Mielke, is working on the real estate search and site specific demographic information portion of the website. This group has engaged GISPlanning.com as a potential host and ultimate provider of updated GIS and demographic information. The subgroup is also working closely with the Commercial Association of Realtors and their real estate site search provider, Xceligent, to determine the most expeditious way to gather, feed and update the real estate data into the system. In addition to the two major components of the site outlined above, WE Energies has taken the lead in providing the facility and the funding to house a resource center to be used for a wide variety of regional purposes.

## Regional Identity

A strategic framework has been developed outlining the responsibilities and relationship of the Identity Team's sub-teams. A draft Roadmap has been created which lays out items that will be critical to the work of the sub-teams including vision, mission, objectives, measures of success and the business case.

Collaborators will explore the development of a joint workshop with the region's marketing, public relations, professional associations etc.

Evangelists are determining keys words and phrases that local supporters would utilize to promote the Milwaukee region.

Guerillas are determining the key external influencers and message opportunities aligned with some of Milwaukee's target industries. Initial contacts will be made to trade media, general media and site selection consultants.

Researchers are determining the regional assets and comparing these assets with other cities and regions across the country. The Sub-Team is investigating the possibility of conducting a follow-up study of the 2002 national and local perception study of Milwaukee, which served as a branding benchmark. This study would be expanded to encompass the 7 county region.

Discussions were also initiated with the Milwaukee Business Journal about the development of a once a month section devoted to regionalism.

## WIRED Grant/Workforce Development

Shelly Flaten-Moore, GROW Grant Coordinator, W-O-W Workforce Development, Inc. reviewed the \$5 million Department of Labor WIRED grant that was submitted, through the Governor's office and coordinated by the Workforce Development Boards in our region

## Presentation on Advanced Manufacturing

Cliff Waldman, an economist with Manufacturers Alliance/MAPI, spoke about the evolution of U.S. manufacturing and its implications on regional policy makers, and advanced manufacturing and its role in the Milwaukee 7 region

Sammis White, Associate Dean, UW-Milwaukee School of Continuing Education and professor, UW-Milwaukee School of Architecture & Urban Planning, also outlined data and trends as they relate to the Milwaukee 7 Region.

## Discussion Items

### *Benchmarks*

The use of Macro Metrics was introduced by Tim Sheehy, as a way to measure the economic prosperity of the region as it compared to others. The system would measure output as well as outcomes.

### *Council Regional Business Plan Summit*

Julia Taylor provided some background information on a plan that was used in Portland, Oregon and suggested that a similar plan would be beneficial for the Milwaukee 7 Council. The plan emphasizes the importance of regional cooperation, identifies core values, and provided detailed recommendations. Steering committees were then formed to address the top concerns.

A similar Council Summit meeting for council members, is being considered, and would provide a means to increase the Council's level of engagement through member involvement in identifying and addressing their local and regional concerns.

## 2006 Budget

Mr. Sheehy reviewed the proposed 2006 line-item budget based on a 5- year campaign, identifying how the allocated resources are aligned around the key strategies and deliverables for 2006.

## Adjournment

There being no further business to come before the Council, the meeting adjourned at 9:30 a.m. A tour of the Quad/Graphics facilities followed.

The next regularly scheduled meeting is scheduled for May 24<sup>th</sup>, from 7:30 a.m. to 9:30 a.m. Location tbd.

Respectfully submitted,  
Wendy Hauser  
GMC Program Officer