



Milwaukee 7 Council Meeting  
May 24, 2006

Minutes

PRESENT: Mayor Tom Barrett, Mike Bolger, Mark Cronce, Willie Hines, Mark Jaeger, Suzanne Kelley, Gale Klappa, Dennis Kuester, Joel Quadracci, David Rayburn, Tom Sackett, Carlos Santiago, Steve Smith, Mary Ellen Stanek, John Torinus, Dan Vrakas

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

Call to Order

Chair Steve Smith called the meeting to order at 7:30 a.m.

Welcome

Milwaukee Mayor Tom Barrett and Johnson Controls Executive Vice President John Kennedy welcomed the Milwaukee 7 Council to Milwaukee County and Johnson Controls respectively. Mr. Kennedy noted that Johnson Controls is committed to financial, social and environmental success - a triple bottom line.

Johnson Controls Presentation

Eric Reisner, from Johnson Controls, gave a brief presentation on their MetroMarkets program. The strategy behind MetroMarkets is to create a model for their business in areas where they have not traditionally had a stronghold, specifically inner cities. Their goal to: grow their business, expand their customer base, and create long-term sustainable solutions is based on a belief that community development, partnership development and workforce development will lead to economic growth for the community and a larger customer base for Johnson Controls. *"Doing Well While Doing Right"*

Introduction of New Council Members

Steve Smith introduced new Milwaukee 7 Council members Tom Sackett, Washington County Board Chairman and Ann Lohrman, Walworth County Board Chairperson.

### Approval of Minutes

The Council reviewed the minutes from the previous meeting held on March 1, 2006. Upon motion duly made and seconded the minutes were approved as presented.

### Call Program

Steve Smith reported that the first round of CEO calls is underway, targeting 470 manufacturers across the Milwaukee7 region and that a team of 150 volunteer interviewers has been following-up with each to request a visit. Over 100 visits have been conducted, with a significant number of visits expected to occur before the June 1 deadline.

Continuing, Mr. Smith noted that Sammis White from UWM will analyze the data from the manufacturing calls, and the results will be shared with local economic development officials before being presented to the Milwaukee 7 Council at its August meeting.

In addition, 95 biosciences companies have been identified as the target for the second round of calls, to be initiated within 30 days. The third round - information technology companies - is slated for later this year.

### Website/Resource Center

Steve Smith reported that the regional website is well underway and that GIS Planning and Xceligent have been contracted to provide a comprehensive property search and demographics management system, available to the public 24/7, which is expected to be available in 3-4 months. These tools, combined with existing regional expertise, will give the region a state-of-the-art search and demographic analysis system with detail and accuracy matched by very few, if any, regions. In addition, the Resource Center will be opening in early fall, once the website is fully operational.

### Regional Identity

Dean Amhaus, President of the Spirit of Milwaukee, outlined a PowerPoint presentation on the development of the brand message for the Milwaukee regional economic development initiative. Moving away from trying to compare ourselves with other regions, the presentation described the distinct and essential assets of the Milwaukee region as well as the region's benefits, personality and attributes. The goal was not to create a slogan but rather to develop a message of we see ourselves and how we want others to see us.

The central message is that by working together as a single region as opposed to individual counties, along with the advancements that has taken place over the last 10-20 years, the Milwaukee region is now at a place to be able to boldly state that it

offers a multitude of real choices. But unlike other places that could make that same claim, the Milwaukee region will demonstrate that acting on the choices are “real” easy and made possible by “real” people.

### Planning Process/Progress

Greg Flisram, of Vandewalle & Associates gave a presentation on the process they will use to develop an economic positioning strategy for the region. Their work is designed to provide an overarching direction, focus, vision and strategic framework for the Milwaukee 7 initiative.

By taking stock of our unique regional assets: industry clusters, human capital, infrastructure and land resources, a compelling, sector-specific economic vision for the future can be developed with and around these assets. Institutions can then be aligned to support the vision i.e. public policy, education, infrastructure, and land planning. This allows us to map our economic landscape and broadcast our vision to the world.

An uncoordinated, unfocused approach does not work and neither does copying other cities’ programs. We need a customized vision and strategy grounded in our own place-based assets. In addition, we need to position/condition ourselves to keep up with the fast moving tech front, coalesce the region around a handful of “big ideas”, and differentiate ourselves on the global stage. A new economic identity for the region can be forged based on innovation, entrepreneurship and unique geographical attributes and assets. By identifying our comparative advantages in emerging sectors of the economy and aligning them with global economic trends we can differentiate ourselves from the pack.

Scheduled to be complete by mid August, the first stage in the project process, economic asset and opportunity analysis, is underway. Data on the region’s indigenous economic, human and physical assets is being collected and analyzed. Shared regional values and critical challenges will be identified and economic and technology futures will be overlaid on existing assets to determine key opportunities.

The next phase, the regional economic positioning vision and implementation strategy, is slated for September 2006 - April 2007. During this process, an economic positioning vision will be developed in conjunction with a strategy for implementation.

One of the intended outcomes of this project on the grandest scale is to position and prepare the region for advancement in the global economy. This project will help align players and initiatives around a comprehensive unified agenda and strategic vision. Finally, it will help galvanize and mobilize capacities and resources around key projects and initiatives.

In closing Mr. Flisram stated that by April of 2007, this strategic planning process will deliver the following:

- A compelling economic vision
- Identify key regional opportunities based on unique assets
- Identify individual areas' "contributions" to regional vision
- Identify tactical strategies, roles and responsibilities

### Ideation

Clay Nesler, Vice President of Johnson Controls Innovation Services, reported on an Ideation Session he facilitated at the Johnson Controls Brengel Technology Center. The session was attended by 36 key regional stakeholders representing the counties of Milwaukee 7 region, and served as an informal survey of the attitudes, beliefs, and ideas of a cross-section of regional stakeholders

The objectives of the brainstorming exercise were to identify regional stakeholders, define key measures of project success, identify regional economic development strengths/weakness, brainstorm potential economic development opportunities, evaluate potential opportunities for further economic analysis, review lessons learned from previous planning efforts and define elements of a ten-year regional vision.

It is important to note that these ideas will be compared and evaluated against the overarching information that is being collected by the Resource Team and analyzed by Vandewalle & Associates.

### Resource Team

John Torinus, co-chair of the Resource Team reported that the team had held its first meeting. Consisting of top thinkers from around the region, the team is assisting in identifying key data sets and other professional experts in these regional asset categories: workforce/human capital; infrastructure; economic patterns; corporate assets; social capital; cultural capital; natural resources; education; and capital and finance. Additionally, this team will provide unique insights and expertise and will guide the research, analysis and synthesis of the asset information collected, laying the groundwork for strategic planning and implementation.

Mr. Torinus then introduced Lane Brostrom, Managing Partner of TechStar.

### Biotech White Paper Presentation: Lane Brostrom, TechStar

Mr. Brostrom gave a presentation on a whitepaper he authored entitled: Innovation Commercialization Strategy for Metro Milwaukee. His report described the current state of the innovation economy in Metro Milwaukee, and proposed broad new program initiatives for the region that, if launched together over the next five years, would transform the regional innovation economy.

### Other Items

Steve Smith noted that Tom Clark, Executive Vice President, Metro Denver Economic Development Corporation will tell the story of creating the regional agenda for Denver, transforming the region into a model of regional cooperation at a July 31<sup>st</sup> GMC event.

In addition representatives from the Great Lakes Crescent including: the Capital Region Collaboration Council, Milwaukee 7, New North, and World Business Chicago will share their regional initiatives and how our "megapolitan" regional area of 20 million people is also a mega economy.

### Adjournment

There being no further business to come before the Council, the meeting adjourned at 9:30 a.m.

A tour of Johnson Controls followed.

The next regularly scheduled meeting is scheduled for August 30<sup>th</sup>, from 8:00 a.m. to noon, with a networking lunch to follow. Location tbd.

Respectfully submitted,  
Wendy Hauser  
GMC Program Officer