

**City of Elkhorn  
Economic Development Ad Hoc Committee**

**Minutes**

**7:30 AM Thursday, February 27, 2014**  
Elkhorn City Hall, 1<sup>st</sup> Floor Conference Room  
9 S. Broad St Elkhorn, WI 53121

**I. Call to Order**

The Elkhorn Economic Development Ad Hoc committee was called to order at 7:37 a.m. by Tom Myrin.

**II. Roll Call**

Present: Hoss Rehberg, Tom Myrin, James Duquette, Chris Clapper,  
John Henderson

Additional Attendees: Brian Olson, Amber Cmelak

Excused: Ian Van Handel

Present via Telephone: Mike Van Den Bosch

**III. Public Comments**

None

**IV. Approval of the Minutes from the December 19, 2013 Meeting**

Motion (Duquette/Clapper) to approve the minutes of the December 19, 2013 Economic Development Ad Hoc Committee Meeting as presented. Motion carried.

**V. Tom Jensen Resignation – Report**

Tom Jensen resigned from the committee due to time limitations. The City Council accepted his resignation in January.

**VI. Committee Appointments – Discussion & Possible Action**

The Committee discussed bringing in Mike Reader or Barry Butters of PrecisionPlus to fill the position vacated by Tom Jensen. Chris Clapper volunteered to discuss this opportunity with Barry Butters in early March.

**VII. Presentation to the City Council on January 6 – Report**

Tom Myrin and Brian Olson addressed the eagerness of the Elkhorn City Council to receive future input from the Ad Hoc Committee concerning report outcomes and suggestions on potential collaboration moving forward.

**VIII. City of Elkhorn 2030 Comprehensive Plan – Chapter 6 – Economic Development Component – Discussion**

Mike Van Den Bosch explained the rewrite of Chapter 6 to the Committee. The Committee agreed that the Business Incubation portion should be removed from the document; citing that it does not align with the purpose of the Ad Hoc Committee. Mike Van Den Bosch explained that providing tools and resources is different than business incubation, and advised that the Committee would be of better use as a conduit which provides resources versus a source of incubation. The committee agreed.

**NOTICE IS HEREBY GIVEN THAT MEMBERS OF THE COMMON COUNCIL MAY ATTEND THIS MEETING IN ORDER TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THEY HAVE DECISION-MAKING RESPONSIBILITY. THE ONLY ACTION TO BE TAKEN AT THE ABOVE ANNOUNCED MEETING WILL BE ACTION OF THE ECONOMIC DEVELOPMENT AD HOC COMMITTEE.**

John Henderson and Chris Clapper voiced that they would like to see the BID section of the document kept in the economic development portion of the Comprehensive Plan as a matter of foresight.

The Committee discussed how the main focus of the Ad Hoc Committee needs to be community/city-to-business communication. The Committee would like to be considered a major resource in the community for expansion and retention projects, as well as permit and utilities assistance. When goal-setting, the Committee agreed that any and all goals need to be clear, concise, achievable, and measurable. Mike Van Den Bosch pointed out the importance of defining goals related to marketing and improvement of business areas.

In an effort to increase Elkhorn's marketability, the Committee discussed potential interchange development projects, including vacant lots near the Mercy clinic and Walgreens in Elkhorn, and nearby Belinski and Kunic properties. John Henderson noted the importance of first defining what it is that Elkhorn lacks: what is Elkhorn missing, and who are the key players in those various industries that the Ad Hoc Committee could reach out to? Hoss Rehberg voiced the need for conducting a survey of the greater Elkhorn area to provide some measures, and gain an accurate timeline for related developmental goals. The Committee agreed. Additionally, the Committee voiced that a connection with Gateway Technical College in Elkhorn could be key in developing and/or encouraging growth of necessary industries. Chris Clapper and Mike Van Den Bosch suggested Menoj Babu, Associate Dean of Business at Gateway Technical College, as a resource for the Committee. Chris Clapper volunteered to reach out to Menoj.

The Committee recognized that they will not be able to undertake all of the aspects outlined in the plan, but recognize that the group can be a conduit to empower other organizations to accomplish these goals.

#### **IX. Future Agenda Items**

Hoss Rehberg mentioned that in addition to the updated Chapter 6 draft, he would like to have a proposal for the survey of Elkhorn ready by the time the Ad Hoc Committee is to present to Elkhorn City Council. Additionally, Brian Olson suggested the Ad Hoc Committee present to the Elkhorn City Council in late April due to some restructuring with new City Council seats given the April 1, 2014 election outcomes.

#### **X. Adjourn**

Motion (Duquette/Clapper) to adjourn at 8:42 a.m. Motion carried.

DATED at Elkhorn, Wisconsin this 21st day of February 2014.

Mike Van Den Bosch, Executive Director, Walworth County Economic Development Alliance