**Milwaukee Gateway Aerotropolis Corporation**

**d/b/a Aerotropolis Milwaukee**

**Board of Directors meeting**

**Location** – Greendale Safety Center, 5911 Grange Avenue, Greendale WI

**Date** – Thursday, February 6, 2014

**MINUTES**

**Board Present** – Barry Bateman, Michael Berg, Paul Bowers, Kathy Heady, John Hermes, Rocky Marcoux, Michael Neitzke, Bob Ruesch, Steve Scaffidi, Cory Ann St. Marie-Carls, Paul Vornholt , Scott Yauck

**Also Present** – Brad Basten, Phil Evenson, Tim Karaskiewicz, Mark Luberda, Terry Witkowski,   
 Caryn Dohring, Tom Rave, Jim Tarantino

**Absent –** Samer Abulughod, Christian Bartley, Bob Dennik, John Hohenfeldt, Pat Jursik, Gregg Lindner, Eric Nitschke, Tom Taylor, Wyman Winston, Ken Yunker, Tom Zepecki

1. **Call to Order by Scott Yauck at 11:08 am.**
2. **Introductions**Phil Evenson, former director of Southeastern WI Regional Planning Commission was present at the meeting representing Ken Yunker who is in the hospital. Mr. Evenson will serve as acting director of SEWRPC until Yunker is able to return. The board wishes Ken a speedy recovery.
3. **Board of Directors reviewed the Foundation Document**
4. **Approval of last meeting’s minutes**

*M/S/C Scaffidi/St. Marie-Carls to approve the minutes of the January 9, 2014 Board of Directors meeting (11-0)*

1. **Financial Report**  
   Rave reported that the annual audit is scheduled for February 21, 2014.
2. **Discussion and approval of committees**  
   As a follow up to previous discussions in November and January regarding establishing sub-committees for MGAC, Rave recommended that Aerotropolis Milwaukee have only two committees – Outreach and Planning. Having only two committees would be easier to administer/manage as well as to achieve participation. Aerotropolis Milwaukee’s president and executive director would be members of both/all committees.

**Outreach Committee**

What:  Promote the awareness of the concepts and rationale of Aerotropolis Milwaukee as a regional economic development tool for southeast Wisconsin to:

1)    educate that development follows infrastructure  -   the two categories of Aerotropolis Milwaukee

development are:  a) an efficient multimodal transportation system and b) varieties of real estate

development that will occur around transportation assets and corridors.

 2)  gain support for making changes and

 3)  raise funds for the effort   -  this would incorporate John Hermes’ comments during the January board meeting that people from the originally proposed “Finance” committee should be on calls with people from the Outreach Committee.

How:  Two outreach approaches/methods are needed and perhaps they could perform as subcommittees:  
1) In-person calls on business executives, business and civic groups, people in   
 governments.  The committee members would develop a list prospects for   
 calling, organize an approach and mechanism to track results, ensure that those   
 making calls are well versed in the AM’s concepts and potential benefits.

2) Mass communications through Internet modes including the website, e-news &   
articles, blogs and social media.

The Aerotropolis Milwaukee president to chair this Outreach committee with Bob Dennik chairing the in-person subcommittee and Paul Bowers chairing the mass communications subcommittee.

**Planning Committee**

What:  Develop land use and related development plans in/around transportation assets and corridors, with the initial focus areas being near the airport.  This committee would work both on plans for a broad area plus plans for specific projects, including work with the new development corporation under the umbrella of the ICA.

How:  Arrange a standing committee by inviting planning employees of SEWRPC, WisDOT, AM municipalities, Milwaukee County and its airport, The Port, real estate/development interests and interested businesses.  Ensure that committee participants understand AM concepts (ICA) and rationale plus the importance of collaboration/coordination in projects.

Develop ideas, identify needs and list potential projects using aerotropolis concepts for land usage and developments.  Determine guidelines for prioritizing these items.

Ad hoc committees that report to this standing committee would then be arranged for each specific project that arises, with one of the members of each ad hoc committee coming from the standing committee.  One of these ad hoc committees could be involved with the Transform Milwaukee project.

Scott Yauck will chair this committee.

ACTION:   
The Aerotropolis Milwaukee Board resolves to amend the January approval of creation of three committees to combine into two committees: Outreach Committee and Planning Committee.

ACTION:   
The Aerotropolis Milwaukee Board resolves to create the Outreach Committee to address the following outreach strategic initiatives:

* Promote Aerotropolis Milwaukee concepts to gain support.
* Raise funds outside of AGBID grants.
* Promote and work to implement Aerotropolis Milwaukee’s recommendations.
* Continue to build alignments with organizations and governments in the region, including M7 and the 21 County Alliance for Regional Development

ACTION:  
The Aerotropolis Milwaukee Board resolves to appoint Scott Yauck, Samer Abulughod, Paul Bowers, and Bob Dennik to serve on the Outreach Committee, along with Tom Rave.

* ACTION:   
  The Aerotropolis Milwaukee Board resolves to create the Planning Committee to address the following planning strategic initiatives:
* Participate in Transform Milwaukee project.
* Form a development corporation by March and seek catalytic sites
* Develop aerotropolis-related land use approach among communities participating in ICA
* Participate in SEWRPC’s 2050 planning process

ACTION:  
The Aerotropolis Milwaukee Board resolves to appoint Scott Yauck, Cory Ann St. Marie-Carls and Steve Scaffidi to serve on the Planning Committee, along with Tom Rave.

*M/S/C Neitzke/Scaffidi to approve action on the five resolutions relative to the creation of the Outreach Committee and the Planning Committee (11-0)*

1. **Work Plan Review**Rave reviewed the work plan, noting the addition of timelines for each committee.
2. **Updates** 
   1. Memorandum of Understanding - Rave reported that the City of Milwaukee’s addition to the Interlocal Cooperation Agreement, we now have eight of the nine municipalities on board. It was suggested that a page be added to the agreement to include signatures from each of the municipalities – this will allow further consolidate the agreement.
   2. Development Corporation –

Rave reported little activity since the last meeting. Rave and Yauck to meet with attorneys soon to discuss.

* 1. Transform Milwaukee –

Kathy Heady provided an update on Transform Milwaukee, noting that WHEDA has a signed contract. No launch date has been set yet for the oversight committee, but once the process has begun, the timeline will be very tight in order to maximize the consultant’s time.

1. **Executive Director Comments**Rave will be giving a presentation next week to the Port of Milwaukee at the request of Paul Vornholt. If other municipalities would like a similar update presentation, please let Tom know.
2. **Director Roundtable Comments**

* OC Council will review an agreement with Four Points Sheridan to be included in the Drexel Town Square development.
* Need continues to increase traffic on the website, and to utilize social media to continually feed information to the community on our efforts and accomplishments (i.e., the Interlocal Cooperation Agreement as well our involvement in Transform Milwaukee).
* Recent SEWRPC war memorial event was done very well, St. Marie-Carls attended.
* Hales Corners native, Alyson Dudek, is participating in the winter Olympics. A ceremony was held on December 16th dedicating a corner of the Hales Corners Park as the Alyson Dudek skating park.
* A public information meeting was held on January 16th on the reconstruction of US45/Hwy 100 between College and Layton. Originally targeted for 2018/2019, Representative David Craig is credited for moving the project forward.
* Kudos to WisDOT for the Hoan Bridge Project, which is ahead of schedule with little disruption to the public market and area businesses.
* Airport campaign in progress utilizing billboard and other media to promote non-stop service which is not accessible through third-party booking services such as Orbitz, Travelocity, etc.
* Milwaukee Airport Inn (formerly Howard Johnson’s) to be auctioned off.
* Faith Builder’s location also set for Sheriff’s sale in late February/early March.

1. **Other business   
   - none**

**The meeting adjourned at 12:12 pm (11-0)**