



Greenfield Mayor Michael Neitzke, Chair & Secretary, 7325 West Forest Home Avenue, Greenfield, WI 53220; (414) 329-5208
West Allis Mayor Dan Devine, Vice-Chair, 7525 West Greenfield Avenue, West Allis, WI 53214; (414) 302-8290
Glendale Mayor Bryan Kennedy, Treasurer, 5909 N. Milwaukee River Parkway, Glendale, WI 53209; (414) 228-1700

ICC Meeting Minutes
Monday, November 10, 2018; 1:07 p.m.
Fox Point Village Hall
Board Room
7200 N. Santa Monica Blvd
Fox Point, WI 53217

Members Present:

Sam Dickman, Village of Bayside
Carl Krueger, Village of Brown Deer
John Hohenfeldt, City of Cudahy
Douglas Frazer, Village of Fox Point
Steve Olson, City of Franklin
Bryan Kennedy, City of Glendale
Jim Birmingham, Village of Greendale
Michael Neitzke, City of Greenfield
Mayor Barrett, City of Milwaukee
Chris Abele, Milwaukee County
Daniel Bukiewicz, City of Oak Creek
J. Stephen Anderson, Village of River Hills
Ken Tutaj, City of St. Francis
Allison Rozek, Village of Shorewood
Kathy Ehley, City of Wauwatosa
John Stalewski, Village of West Milwaukee
Julie Siegel, Village of Whitefish Bay

Excused:

Dan Besson, Village of Hales Corners
Erik Brooks, City of South Milwaukee
Dan Devine, City of West Allis

Guests Present: (per sign-in sheet)

Sandra Kulik, Village of Hales Corners
Brendan Conway, MCTS
Tom Winter, MCTS

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Tammy LaBorde, Village of River Hills
Rebecca Hull, City of West Allis
Karen Sparapani, MADACC
Shawn Feirer, City of St. Francis
Rachel Reiss, City of Glendale
Paul Boening, Village of Whitefish Bay
Todd Michaels, Village of Greendale
Jeff Stone, MMSD
David DeAngelis, Village of Elm Grove
Rick Oliva, MCLEEA
Christine Westrich, Milwaukee County OEM
Dan Boehm, MCTS
Robert Whitaker, North Shore Fire/Rescue
Scott Jansen, Employ Milwaukee
Kimberly Montgomery, City of Milwaukee
James Hischke, Northwestern Mutual-Tech Hub

Mayor Neitzke called the Intergovernmental Cooperation Council of Milwaukee County (ICC) meeting to order at 1:07 p.m. A quorum was present.

I. Welcome to Fox Point

President Frazier welcomed the members to Fox Point. Fox Point was incorporated in 1926, the Village boundaries are still the same, which were subject to various petitions in the early 1950's when the town of Milwaukee went out of business and was divided between the new city of Glendale and Bayside and River Hills. There are 6500 people, lovely homes, ravines and amenities including the Chipstone Foundation Collection and the Mary Nohl House. They have introduced to some of the Village Board meetings the desk "gong" which has substantially contributed to shorter meetings.

II. Approval of the October 10, 2018 minutes

It was moved by Mayor Barrett seconded by Mayor Hohenfeldt to approve the minutes.

The motion carried unanimously.

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III. Presentation on MKE Tech Hub – Transforming the Milwaukee region into a thriving, innovation-based economy where technology, entrepreneurship and innovation are core to our success (new website is <https://mketech.org/>) (James Hischke)

Mr. Hischke presented on MKE Tech Hub. Mr. Hischke stated he has been at Northwestern Mutual for 15 years, grew up in Milwaukee and been in Milwaukee most of his life. Went to area Universities for Bachelors and Masters Degrees. He has seen a lot of change at Northwestern Mutual over the years. Within the past 4 - 5 years, they have gone from traditional financial services company to one that really recognizes technology as a real key and core component as the future strategy. A term that will be heard these days is digital transformation. Northwestern Mutual has put a definition to digital transformation. This is about a mindset that embraces constant innovation and it goes through all aspects of the business. About 1 ½ years ago, Mr. Hischke was asked to take on this effort. Northwestern Mutual went through a period of rapid change and as they came out of that, there was a need to hire a lot of these new technology roles. They realized it would be harder than thought. From a company perspective it was harder to attract these individuals to their company and also because the talent in general in the Milwaukee region was not as readily available as thought. Mr. Hischke's role was to dig into the community and figure out what was available in the community. Some of the things that was heard are as follows: siloed efforts; economic development organizations do not get it; tech talent wants a thriving landscape; no safety net; investors say no ideas; entrepreneurs say there is no money.

After Mr. Hischke dove in and understood the community and what people were saying, he further understood that there were a lot of people that were trying to take action on this. An important aspect of changing mindset was they cannot look at this as a traditional IT industry sector anymore. They had a study performed around if they take a different look at the tech talent landscape of southeastern Wisconsin and think about it differently than a traditional IT sector, what would that look like and what would the data tell them about Milwaukee. What was found was based on the 89 occupations, it turned to 76,000 tech workers, the tech talent dependent industries being 27.6 billion of the regional economic output. It also turned into a minimum of 31,000 job openings over the next 5 years. It really re-enforced the notion that there is a lot of work to do.

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The other item that was found out is that the regional competition is in most cases ahead of us. We hear about Indianapolis becoming the Silicon Valley of the Midwest, they have pretty strong corporate government and non-profit relationships to build up Indianapolis. Nashville has been referred to as a hot market; even Lincoln, Nebraska around the Silicone Prairie idea. St. Louis and Kansas City continuously get mentioned as entrepreneurship, not so much referred to tech, but other ways.

Mr. Hischke stated some of the other data they have seen is a 5,000 gap in tech talent annually; a 2% employment growth in the last 10 years (average is 5-13%); a 47% outflow migration of millennial population since 2010 and 24% educational attainment. Mr. Hischke stated 75% of millennials believe that corporations need to focus not just on their own agenda, but on the wider society. The vision effort for Milwaukee as a nationally ranked home for people to thrive within a vibrant community built on innovation and technology. There has been progress over the past 10-12 months. The region has committed investments of more than \$240 million in the last 18 months.

There are three key pillars of investments as talent, identity and innovation. The most fundamental pillar in any economic development strategy is talent. Investment in a strategic, sustained public relations campaign inside and outside the region is required. A thriving tech ecosystem requires robust local invention, a risk-embracing mindset and access to ample capita.

Mr. Hischke stated to join the MKE Tech Hub movement you can provide financial support or in-kind assistance; collaborate on business and community initiatives; increase awareness of an organization event or cause; and make introductions and facilitate discussion. This has been an informal uprising of Northwestern Mutual, Aurora and people in the community doing good things. This will need to be formalized into an entity where this can have a name and home to this movement to then formalize a plan and outcomes and measures to keep things moving forward.

The main website people have been directed to is MKEtech.org website and there is a specific link to Milwaukee's Tech Talent Impact study.

<https://www.multivu.com/players/English/8239954-northwestern-mutual-technology-jobs-milwaukee-economic-impact-study/>

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Mr. Hischke stated right now they are going through a more in depth talent supply and demand study which is in partnership with the M7 and some manufacturing details that they have been figuring out. That model may give a better overall picture of the shift that is going to happen and which jobs the technology skills cluster.

IV. Milwaukee County Transit System presentation (Brendan Conway)

Mr. Conway stated the previous presentation goes well with his presentation because the younger millennials do not want to own cars, they want a strong public transit system. Milwaukee County has a lot of exciting things happening, they have the street car, Bublr bikes which are expanding, the bus rapid transit project which is on track. MCTS Next is a route redesign, it is how do they take the current route system and make it better and more efficient. MCTS generates approximately \$342 million a year in economic benefits and 35 million rides a year. It provides bus service and para-transit service along with various pass programs for elderly, schools and businesses.

MCTS Next at its core is about creating more high frequency routes. This means faster service, more connections, and increased accessibility. They have to adapt to meet the current needs of rides. The support for MCTS Next shows that 89% of riders are willing to transfer to reduce overall travel time and 56% of current riders are willing to walk to reduce wait time at a stop. MCTS Next service today is at 40% high frequency service and 60% local and daytime service. The high frequency means the bus comes every 15 minutes or better. Anything else is local service.

Some ideas on how MCTS Next can shift is to invest more into high frequency service by shifting service away from low frequency or under-performing routes. There are 5,500 bus stops across Milwaukee County, some are used often times and some not a single day in a week. They are going to make routes easier to understand. For instance on 76th Street in Wauwatosa is Route 67 and at 60th Street is Route 76, this would be changed to make better sense. They are also going to concentrate service in areas that have a good mix of residential, commercial and entertainment uses with good pedestrian facilities. The current transit may take 47 minutes, MCTS Next would take 39 minutes.

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There are two options to consider. One is to change to 60% high frequency service and 40% local service. There would be 6 new high frequency routes, 10 total; new service on Miller Park Way, Hampton, Fond du Lac, 124th St, Highway 100, Howard; additional weekend service; 15 local routes; 8 daytime routes from 6 a.m. – 7 p.m. There are a lot more people who would have access to high frequency service with this change, more jobs and places that need the service.

The second option is to change to 80% high frequency and 20% local service. There would be 10 new high frequency routes, 20 total; new service on Hampton, Fond du Lac, 124th Street, Highway 100; additional weekend service; 11 local routes, no daytime routes. In order to pay for this without getting more money, they would have to cut routes that are limited in use. They would keep the access nearby. Many more people have access to get around. The daytime routes that would disappear have routes that are within walking distance for most people.

Mr. Conway's presentation had a high frequency comparison for the different options, which showed a lot more people are served and many more jobs are accessible across the county. The trade-offs are the bus comes more frequently or the coverage is more spread out but would take longer. Other considerations would be if one is able to walk a little to get to a high frequency route or would it be preferred to have the bus stop close and stop infrequently. They can remove seldom used bus stops that are close to nearby stops; they can increase average spacing from 2 blocks to 3 blocks away. However, stops that are close to senior centers, major activity centers and major disabilities would stay. Some stops to be considered for removal would be stops that are approximately 1-2 blocks from an adjacent stop, stops with minimal number of boardings (less than 25 rides per day) and stops where there are no traffic controls.

The next steps are to have 3 public meetings, one in November and two in early December. There will be a redesign plan to go to the County Board for consideration. If this plan is passed, there will be public awareness campaigns and route change implementations processes and then implement the new route and changes in summer 2020.

The question was asked about other areas that have done this and if they have moved towards a 60%/40% or 80%/20%. Mr. Conway stated everyone is different and added that Anchorage went to a 100%/0%. It seems as though the 60%/40% ratio is popular or 70%/30%. It depends on the feedback. The question

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was asked if the MCTS app had advertising. Mr. Conway stated their app was free, no advertising. Bus shelters are expensive and they have about 600 shelters and another 125 advertising shelters compared to 5,500 stops. The app has the ability to track when the bus is coming and also be used to pay the ticket.

V. Election of ICC Officers

Mayor Neitzke stated he is giving up the Chair and Secretarial role due to reorganization within the City of Greenfield. There is nothing within the bylaws that says anything whatsoever about if somebody does not do this anymore what the procedure is, therefore the item is on the agenda as Election of ICC Officers. Mayor Neitzke holds two positions and Mayor Devine holds the Vice-Chair position and it is believed it is Mayor Devine's intention to continue in that position. Mayor Kennedy has expressed a desire to be Chair and Secretary. Mayor Kennedy is currently the Treasurer.

Mayor Barrett asked if this is the normal time or a special election. Mayor Neitzke stated this was a special election. There was an amendment to the by-laws previously because elections were supposed to be held in April, but the time of the meeting often meant that the person that had been elected did not get the opportunity to vote so that was changed. This is a special election as a result of Mayor Neitzke resigning as Chair and Secretary. The next election would be in May. At the last meeting a number of people expressed an interest in taking the position. There was further discussion regarding the duties of the Chair and Secretary and these are found in the by-laws. An election was done.

It was motioned by President Dickman, seconded by County Executive Abele to nominate Mayor Kennedy as Chair of the ICC.

It was motioned by Mayor Olson, seconded by President Dickman to elect Mayor Kennedy as Chair of the ICC.

The motion carried unanimously.

It was motioned by Mayor Neitzke, seconded by Mayor Barrett to nominate Mayor Kennedy as Secretary of the ICC.

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It was motioned by Mayor Olson, seconded by Mayor Hohenfeldt to elect Mayor Kennedy as Secretary of the ICC.

The motion carried unanimously.

Mayor Kennedy resigned as Treasurer. Mayor Neitzke sought nominations for Treasurer.

It was motioned by Mayor Birmingham, seconded by Mayor Neitzke to nominate Mayor Hohenfeldt as Treasurer of the ICC.

It was motioned by Mayor Neitzke, seconded by President Birmingham to elect Mayor Hohenfeldt as Treasurer of the ICC.

The motion carried unanimously.

These elections are effective January 1, 2019.

VI. Election of Employ Milwaukee Board of Directors (Scott Jansen)

Mr. Jansen stated at the last meeting there was discussion regarding the open positions and therefore outlined in writing what those positions were, what the committee assignments are and what the committee goals are. There is no action required right now. However, Mr. Jansen did review the agreement that was signed by the City of Milwaukee last year to make sure they were compliant in getting items together. There are supposed to be two meetings, one with the ICC and one with the Milwaukee Board of Directors. They are coming up on the 12th month since they enacted the consortia agreement. If the ICC has the December meeting, they could talk about the coming year. Mayor Neitzke stated that could be done; however, after further discussion regarding the meeting, there was no objection to postpone this meeting until January 2019.

VII. Update regarding improving communication, outreach and advocacy of ICC positions and issues including, but not limited to, retention of outside vendor(s) to assist with same (recurring item)

Mayor Olson stated with Eric (Peterson) leaving they lost contact with Madison. Mayor Olson stated they all have a bigger voice than they are willing to use and

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the personal thought is that should change. There is some money and an appropriate use would be a voice for them. It was suggested that the pending legislation could be moved in to a more prominent space and continue to have Mayor Barrett's and County Executive Abele's government and legislative people keep us abreast. Mayor Ehley did research the cost for a professional do some outreach and they would use up the money very quickly. Mayor Olson stated Mayor Barrett's staff came up with a section of the Developer's Bill that has a requirement in there that is going to cost the ICC all the money, which is a worthless requirement. There is a report that has to be generated to be published on the website that determines affordability of housing, procedures to approve development, efforts to reduce cost of such development, complete inventory of housing stock and other items like that for the benefit of developers and this has to be done by 2020. This is referencing Act 67 and is an issue with the League as well and they are providing a lot of information regarding this. There was a suggestion for the League to come in to the next meeting and brief the ICC on this issue.

VIII. Review the contracts of shared services between Milwaukee County and the municipalities (recurring item)

Kulwicki agreement with Milwaukee County is coming up for revote. This is being introduced to the Parks committee.

IX. Discussion and decision(s) regarding pending legislation which may have an impact on the ICC communities (recurring item)

None.

X. Updates from the members of the ICC regarding subjects listed below:

1. MADACC

Mayor Neitzke stated that MADACC had a meeting prior to the ICC meeting and everything passed. Ms. Sparapani stated they are having black Friday November 23rd through November 26th and waiving adoption fees. There is a Veteran's Day special, all weekend, all Veterans receive free vaccines and/or microchipping.

2. EMS (Mayor Hohenfeldt, Mayor Olson).

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No Report

3. **Lakefront Development Commission** (President Krueger, Mayor Bukiewicz).
No report.
4. **Community Development Block Grant** (Ms. Toliver)
No Report.
5. **Land Information Council** (Allison Rozek)
President Rozek met with the Director of Milwaukee County and will be providing enhanced reports of LIC activities.
6. **County Emergency Management & Communications** (Director Westrich)
No Report.
7. **Metro Go/Regional Transit Leadership Council** (Dan Steele)
No Report
8. **Heroin Task Force** (Mayor Bukiewicz)
Mayor Bukiewicz stated there is a meeting later in November.
9. **Employ Milwaukee** (City of Milwaukee)
No report.
10. **Legislative.**
No report.
11. **Roundtable Discussion**
Mayor Ehley stated they did a World War I memorial dedication in the Journal Sentinel today.

Mayor Tutaj stated their Common Council just approved 238 luxury apartments on Lake Drive.

Mayor Kennedy stated they had a referendum for Dark Store, they had a 90.4% voter turnout, second highest in the history, and 2008 had a 91%

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turnout. The Dark Store passed 88% - 12%, Alberta is getting a letter reminding her that they are her constituents and she represents them in the State Senate and they want this loophole closed. Mayor Kennedy stated he has a meeting every day during the week regarding the Community Development Authority doing review and they are working with the new ownership of Bayshore and they are going to completely redevelopment the North and East side of the Bayshore Town Center complex. They are also going to satisfy their TIF bonds which is \$62 million within the next 90 days.

President Stalewski stated they had the referendum for Dark Store and it was 86% in favor.

Mayor Bukiewicz stated they had the referendum for Dark Store, which passed in the 80's and they are opening Zund's, which is a Swiss manufacturing company.

President Rozek stated they got their budget down to a .6% tax increase. The old North Shore Bank on Lake Bluff and Oakland has put out an RFP to see if there are developers interested.

Mayor Olson stated the referendum for additional Police Officers failed. They are analyzing what may have gone wrong and it may have been due to the wording.

President Krueger stated they approved a 170 unit apartment building in the Original Village area, this will start in spring 2019.

Mayor Neitzke stated they passed a \$975,000 tax increase by referendum for five new Police Officers and two Fire personnel. Mayor Neitzke thanked Fire Chief Cohn and outgoing Police Chief Wentlandt who is retiring in January. They did not hire a marketing company, Chief Cohn and Chief Wentlandt put together the promotional material, mailed it out and the referendum passed by 57%.

IX. Items for Future Meetings

Spokesperson from the League to provide education on Act 67.

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Employ Milwaukee consortia agreement with the City of Milwaukee for January 2019 ICC meeting.

X. Schedule Future Meeting

The December 10, 2018 ICC meeting will be held in the City of Glendale at 2:30 p.m. at Boelter Superstore Event Center.

XI. Adjournment

It was moved by President Frazer, seconded by Mayor Olson, to adjourn the ICC meeting of November 10, 2018 at 2:53 p.m.

The motion carried unanimously.

Respectfully submitted by Mayor Neitzke

**Minutes are not official until formally approved by the ICC at the next scheduled meeting.*