

Economic Impact Committee
Meeting #3 Minutes
 Conference Call

ATTENDEES

Nancy Frank, UW-Milwaukee; John Stibal, City of West Allis; Mat Reimer, City of Milwaukee; Corey Zetts, Menomonee Valley Partners; Barry Ashenfelter, DNR

AGENDA ITEMS 2-4: (Interim review, funding and feedback)

Nancy outlined four main things the subgroup is working on: 1) Defining the scope of a large, high-quality study and developing a RFQ/RFP; 2) Raising money to fund the study; 3) The near-term review, by Nancy, of secondary sources and some Wisconsin case studies to create an interim document; 4) Nancy's efforts to survey state planners to get more case study data.

Nancy indicated that she would update the full Brownfields Study Group at the meeting on May 23, and solicit the Group's feedback on the four items. She said she'd present the subgroup's current thinking on a possible list of study variables/scope, and ask for feedback on which variables are essential, which are desirable, and which are non-essential to help the subgroup rank them.

On fundraising, Nancy said she'd ask the Study Group if they are comfortable with the subgroup's recommendation that the brownfield economic impact study be funded entirely by private sector sources, and if the Group is okay with subgroup members soliciting donations.

John said that the subgroup will soon need to create a one-page summary of what the study is going to do and why funding is needed, similar to a fundraising letter.

Nancy reviewed her current draft of an interim document that summarizes existing brownfield impact studies and several Wisconsin case studies. John asked a few questions about the draft document. Nancy indicated that this is still a work in progress, as she has additional secondary sources to review and is hoping to get a few more case studies.

Corey talked about the project scope for the ongoing Menomonee Valley study, being conducted by the Public Policy Forum, of which brownfield redevelopment is a part.

Nancy said the subgroup's next meeting will focus on the scope of the study, creating a RFQ/RFP and funding. The meeting was adjourned.

Action Item	Decision/Recommendation	Dissenting Opinions
Should the study be entirely funded by private sector money?	Recommend yes	None

Assignments	Timeframe	Person(s) Responsible
Update variables list	By May 23	Nancy

NEXT MEETINGS

June 5, 2014 – at West Allis City Hall, 1-3 p.m.

Brownfield Study Group Web Page: <http://dnr.wi.gov/topic/Brownfields/bsgreport.html>