

MINUTES

November 29, 2006



PRESENT: Mayor Tom Barrett, Mike Bolger, Mary Burke, Mark Cronce, Willie Hines, Mark Jaeger, Gale Klappa, Dennis Kuester, Ann Lohrmann, David Lynch, Bill McReynolds, Larry Nelson, Cory Nettles, Stephanie Phillips, David Rayburn, Carlos Santiago, Carol Schneider, Steve Smith, Robert Spitzer, Mary Ellen Stanek, John Torinus, Dan Vrakas, Scott Walker, Ed Zore.

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

Call to Order

Chair Steven J. Smith called the meeting to order at 3:00 p.m. He then introduced the newest Council member, Larry Nelson, Mayor of the City of Waukesha, and welcomed other Council members, guests and elected officials.

Approval of Minutes

Upon motion duly made and seconded, the minutes of the August 30th Council meeting were approved as presented.

Regional Legislative Agenda

Chairman Smith reported that a Regional Policy sub-committee had recently been formed; whose members represent each of the counties in the Milwaukee 7 region. This group will work to draft a regional agenda to be brought to the Executive Partners and then to the full Milwaukee 7 Council for recommendation. Continuing, Mr. Smith stated that Michael Grebe, President and CEO of the Lynde and Harry Bradley Foundation and a member of the Milwaukee 7 Executive Partners had agreed to chair this subcommittee. Mr. Smith then introduced Tim Sheehy to provide an update to the council on the sub-committee's work, as Mr. Grebe was traveling and unable to attend the meeting.

Mr. Sheehy began by stating that the purpose for creating a Regional Public Policy Agenda was to galvanize support at the federal, state and regional level for public policy changes that would support the economic growth of the region. The goal of this sub-committee will be to develop, articulate, and pursue an agenda focused on public policy issues that will raise the competitive standing of the Milwaukee 7 region.

Proposals and ideas were submitted by Milwaukee 7 members and vetted by the Regional Policy sub-committee for their regional nature, urgency and timeliness and their "do-ability".

Mr. Sheehy concluded by outlining policy recommendations that resulted from the sub-committee's initial work, which were approved by the Executive Partners:

Transportation

1. Protect fiscal integrity of the state transportation fund
2. Advocate for three specific regional transportation priority projects:
 - I-94 north and south corridor
 - Expansion and reconstruction of the Zoo interchange
 - Preliminary engineering for the KRM commuter rail extension

Economic Development

1. Support comprehensive reorganization and integration of state economic development programs
2. Support \$2.5 million in expansion of the regional Biomedical Technology Alliance (BTA)
3. Support \$6 million in additional Angel Investment Tax Credits

Code of Ethics

The Milwaukee 7 region is committed to our mission to support the development, retention and attraction of world-class companies and talent continued Chairman Smith. He acknowledged that in recognition of that commitment, an historic agreement of cooperation among the seven counties would be signed following the meeting. He introduced Pat O'Brien to provide additional details.

Mr. O'Brien began by stating that members of the Regional Economic Partnership (R.E.P.) representing all seven counties had developed the Milwaukee 7 Code of Ethics. Its purpose is to institute principles of behavior and standards of conduct to guide the region's efforts in promoting the long-term economic health of the Milwaukee 7 region. He continued by outlining the protocols detailed in the complete document¹:

- Members will promote the region
- Milwaukee 7 leads will be shared with all appropriate members
- There will be no soliciting of a fellow member's prospects
- There will be no soliciting of intra-regional company relocations
- There will be no selling against another community
- Members will contact the affected communities when companies are relocating within the region

Chairman Smith brought forth a resolution to the Council to accept the Code of Ethics as written. Ann Lohrmann, noted that she was signing the document of behalf of the Walworth County Economic Development Alliance, not the Walworth County Board. Upon motion duly made and seconded, acknowledging this clarification, the resolution was adopted.

¹ Complete, detailed document follows

MILWAUKEE 7 CODE OF ETHICS

We, the members of Milwaukee 7, are committed to the economic prosperity of southeastern Wisconsin. Our mission is to support the development, retention, and attraction of world-class companies and talent in the region, which includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha counties.

The Milwaukee 7 economic development initiative brings together the interests of a broad range of private, public, and public/private groups to promote the region as a single economic entity. The variety of members and interests represented requires that certain standards of conduct be developed and adhered to for Milwaukee 7 to maintain a firm foundation. This Code of Ethics represents the standards that each member of Milwaukee 7 will support and practice in their daily conduct of business.

CODE OF ETHICS

We, the members of Milwaukee 7, present the following principles of behavior and standards of conduct to guide our efforts in promoting the long-term economic health of the Milwaukee 7 region. We fully realize that a Code of Ethics is of little value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professional conduct. Milwaukee 7 is founded on the importance of respect and trust amongst its members.

In that spirit, we agree to adhere to the following:

1. We will carry out our mission with integrity, professional excellence and responsiveness to all.
2. We will work in partnership with other organizations to develop and promote the region's capabilities and talents and match them to the needs of those investing in the region.
3. We understand the importance of all members being knowledgeable about and committed to promoting the Milwaukee 7 regional assets and amenities.
 - When working on behalf of a Milwaukee 7 regional recruitment effort, members shall commit to selling the region first and the individual communities second.
 - When contacted directly by an out-of-state prospect considering relocation/expansion within a member's community, members shall fulfill their organizational mission to position their respective community as best meeting the needs of the prospect. If, during discussions with the prospect, it becomes clear that a regional approach is needed (for identifying sites, assets, resources or amenities that might not be available in the member community), the member shall contact the appropriate Milwaukee 7 member for coordinating the project on a regional basis.
4. We shall honor the confidentiality requested by our fellow Milwaukee 7 members and our prospects. Information shared with fellow Milwaukee 7 members in confidence shall remain in confidence.
5. We recognize the site selection process is driven by the client. In the event a member of Milwaukee 7 is aware of a company in the region choosing to relocate from one county and/or local jurisdiction to another, we will contact the originating county and local jurisdiction within two business days to make them aware of the situation. If the company has requested its project remain confidential, only the generic information of the project will be shared with the originating county and local jurisdiction. Violation of this commitment shall be viewed as a breach of our membership pledge to Milwaukee 7. *(continued back page)*

6. At no time shall any member of Milwaukee 7 solicit a fellow member's out-of-region prospects. If contacted by a fellow member's out-of-region prospect or if compelled by organizational mission to contact a publicly known prospect, the member shall first notify the fellow member. Notwithstanding the above, at no time shall any member use confidential information (or information that could reasonably be deemed confidential) provided by a fellow member to source or contact a fellow member's prospect.
7. We are committed to sharing among our membership as much information as is necessary and prudent on any regional economic development activity undertaken by Milwaukee 7. Our guiding principle shall be that "more information is better than less." An example of a regional activity would be a technology, workforce, or cluster initiative that requires surveying companies region-wide for a needs assessment – as in the CEO Call Program. Any member undertaking such a regional activity (targeted to or including companies in another member's county) will advise that member of the nature and purpose of the activity in advance.
8. We will commit to no direct solicitation of intra-region company relocations and we strongly discourage any intrastate direct solicitation of company relocations. At no time shall any economic development organization member of Milwaukee 7 present derogatory information about another community or county in Wisconsin. "Selling against" another community or county in the Milwaukee 7 region or any Wisconsin community or region is prohibited.
9. We understand the high priority that must be placed on growing, attracting and retaining investment in the Milwaukee 7 region. In the event our local jurisdictions cannot meet the needs of a particular company, we shall contact our fellow members within 24 hours so the region can make its best effort to keep the company by meeting the company's needs elsewhere in the Milwaukee 7 area

Confidentiality of Prospects

- In all instances, members of Milwaukee 7 shall honor the confidentiality of individual prospects to the fullest extent permitted by law. Whenever appropriate, specific information on particular transactions shall be shared within the realm of Milwaukee 7 and appropriate state agencies. In those instances where prospects are dealing with individual communities, information only will be shared with the Milwaukee 7 members involved.
- In instances where a prospect wishes to remain completely confidential with an individual community, the remaining members of Milwaukee 7 shall honor that confidentiality and shall in no way attempt to intervene in the relationship. The prospect will remain confidential until the prospect chooses to announce.

Milwaukee 7 Web Site Leads

- Requests generated by the ChooseMilwaukee.org Web site either by e-mail or phone will be answered in 48 hours or less by Milwaukee 7.
- Similarly, leads generated through the Web site will be distributed to the appropriate Milwaukee 7 members within 48 hours.

Marketing

- Any lead or prospect that comes to a Milwaukee 7 member as a result of Milwaukee 7 marketing and promotional efforts will be shared with the appropriate Milwaukee 7 members.
- Members are strongly discouraged from advertising outside of their own market area.

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Regional Economic Impact of the Health Care System

Noting that the health care industry is a key sector in our economy, Chairman Smith then invited Michael Bolger, President and CEO of the Medical College of Wisconsin to address the Council on the economic impact the health care system has on our economy.

Mr. Bolger began by stating that as reported by *Business Week* in September of 2006, health care is propping up local job markets in the regions hit hardest by globalization and the collapse of manufacturing, generating \$2+ trillion in spending. 30% to 40% of all new jobs created over the next 25 years will be in health care if current trends continue and because health care is highly labor intensive, most of that \$2 trillion ends up in the pockets of workers.

In recognition of job market trends, he also noted that across the country state and local politicians desperate for growth, are crafting their economic development strategies around biotech and health care. Before taking questions, Mr. Bolger concluded by noting that in Wisconsin, the health care industry represents 8% of all jobs, is the largest employer in the state and that health care jobs are projected to increase 30% by 2012 compared to a growth rate of 13% for other jobs during that same time period.

Economic Positioning Strategy Phase II Update

Chairman Smith acknowledged that since the last Council meeting in August, a considerable amount of "behind the scenes" work was continuing. He invited Julia Taylor, Shelley Jurewicz, Jim Paetsch, and Julie Granger to provide updates.

Shelley Jurewicz provided an update on the regional economic development strategy work, reporting that community outreach sessions are being planned to help answer:

- What is the Milwaukee 7?
- What is the economic value to my (business) bottom line?
- What is the economic value for my (public officials) constituents?

In addition, key industry sessions will focus on convening representatives to assist in the validation of the strategies being proposed.

Implementation teams, with regional representation focused on the private sector, are also being formed and convened for work sessions in January. Their role is to assist with validating regional strategies, and provide input into regional and local tactics and action steps to advance the strategy. These tactic and actions will be grounded "in place" and individual counties or parts of the region identify how they can leverage their assets to advance the strategy.

In conclusion Ms. Jurewicz stated that in May of 2007, a concise strategy and action plan with defined goals and measures will be delivered as a result of this work.

Regional Workforce Alliance

Julia Taylor reported that work has been started to develop a regional protocol for employers for a "one call" approach for workforce needs. In addition, Emily DeRocco, Assistant Secretary, Employment and Training Administration, U.S. Department of Labor, will visit this region on November 30th as a result of the virtual WIRED grant received in 2006, with a distinct possibility of a new WIRED grant announcement. Ms. Taylor also stated that the RWA requests the Milwaukee 7 Council's support in securing a federal earmark for a RAMP grant of 1.5 million to certify 1200 new workers in a manufacturing certificate.

Continuing, Ms. Taylor noted several key accomplishments in 2006:

- 2006 Annual State of Workforce Development Report
- Alignment of strategies, policies and resources for SE WI Workforce Development Boards
- Designated DOL Virtual WIRED Region 2006
- Received grant funds through DWD GROW Initiative 2006-2007

2007 Initiatives, concluded Ms. Taylor, include development of a regional strategic plan in alignment with Milwaukee 7 strategies, formation of a regional business services team and collaboration on the Donor's Forum 2007 Conference.

Call Program

Jim Paetsch presented an update on the CEO Call Program, noting that the objective of the program was to acquire firsthand knowledge of the challenges that face CEO's and business owners running companies in the region, recognizing that 80% of regional economic growth will come from companies already located here. This information will not only allow a systemic understanding of the regional business climate, but should also provide an early warning system for immediate threats and opportunities.

CEO visits are continuing in the biomedical sector, downtown Milwaukee and the central city of Milwaukee and a detailed presentation of the program findings is planned for the February Council meeting.

Website Launch

The goal of the choosemilwaukee.com website, explained Julie Granger, was to support the mission of the Milwaukee 7 by creating a regional site for attracting, retaining and growing world-class business and diverse talent. She noted that the official launch of the technologically advanced, interactive website at today's meeting was the result of extensive research, comprehensive testing, regional input and collaborative effort.

Other Items of Discussion

Chairman Smith noted that the 2007 Council meetings would be held in Kenosha, Ozaukee, Walworth and Washington counties, with specific dates and venue information yet to be determined.

Chairman Smith then invited Wisconsin Energy Corporation Chairman, President & CEO and Milwaukee 7 co-chair, Gale Klappa to the podium to address the Council on the official opening of the "state of the art" Milwaukee 7 Resource Center housed in their corporate headquarters.

Mr. Klappa outlined the unique features of the Resource Center that provide interested parties with armchair access to information about prospective site locations, demographics and the region's cultural and leisure activities including:

- A wall-mounted, nine-screen, 9 x 5 foot plasma array, used to individually or simultaneously display multiple Web pages, video sources or computer data
- Access to an interactive database to facilitate searches for prospective buildings, sites and location criteria -- from a single setting with real-time information
- An extensive video clip server highlighting the diverse and dynamic aspects of the quality of life in the Milwaukee 7 region
- An audio conferencing system utilizing a built-in sound system to ensure clear and audible sound delivery
- An internet provider-based video conferencing system with adjustable camera controls and settings to capture all aspects of an interactive meeting
- Access to Wireless Internet (Wi-Fi) connectivity throughout the conference center
- A sophisticated system that not only provides the technology needed to conduct a meeting, but also the confidentiality and privacy required for due diligence activities

Concluding, Mr. Klappa invited Council members and guests to be the first to tour the new facility.

Prior to adjourning the meeting, Chairman Smith noted that the Code of Ethics signing program would begin at 5:45 in the auditorium, following the meeting and on behalf of the Council, invited everyone to remain for the ensuing reception.

Adjournment

There being no further business to come before the Council, the meeting adjourned at 4:45.

Respectfully submitted,

Wendy Hauser
GMC Program Officer