

MINUTES
SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION
PLANNING AND RESEARCH COMMITTEE MEETING

Tuesday, May 4, 2021

1:30 p.m.

Meeting Occurred Virtually via Video and Telephone Conference

Present:

Excused:

Commissioners:

Charles Colman, Chairman
Michael A. Crowley
Mary Knipper
Brian Holt
James A. Ladwig
Theodore Lipscomb, Sr.
Natalia Minkel-Dumit
Aloysius Nelson
Robert W. Pitts
Jeffrey D. Schleif
Peggy L. Shumway
David L. Stroik
Adam Tindall-Schlicht

Daniel S. Schmidt, Planning and
Research Committee Chairman
Donna Brown-Martin

Staff:

Kevin J. Muhs	Executive Director
Benjamin R. McKay	Deputy Director
Elizabeth A. Larsen	Director of Administration
Eric D. Lynde	Chief Special Projects Planner
Carrie Pozum	Human Resources Assistant/Bookkeeper

ROLL CALL

Chairman Colman called the Planning and Research Committee meeting to order at 1:35 p.m. Roll call was taken, and a quorum was declared present. Chairman Colman indicated for the record that Commissioners Schmidt and Brown-Martin had asked to be excused.

APPROVAL OF MINUTES OF THE NOVEMBER 10, 2020, MEETING

Chairman Colman asked if there were any changes or additions to the November 10, 2020, meeting minutes. There were none.

On a motion by Mr. Nelson, seconded by Mr. Schleif, and carried unanimously, the minutes of the November 10, 2020, Planning and Research Committee Meeting were approved as amended.

PRESENTATION AND DISCUSSION OF THE DRAFT COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY FOR SOUTHEASTERN WISCONSIN

Chairman Colman asked Mr. Muhs to review with the Committee the Draft Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin.

Mr. Muhs noted that the CEDS document has been developed as the result of a partnership between the Commission and the Milwaukee 7 Regional Economic Development Partnership (M7). He stated that a new CEDS must be prepared every five years to keep Counties and local governments in the Region with economically distressed areas eligible for U.S. Economic Development Administration (EDA) grants.

Mr. Muhs then introduced Mr. Eric D. Lynde, Chief Special Projects Planner to present an overview of the CEDS document.

Mr. Lynde then reviewed the presentation. During the presentation, the following comments and questions were made:

1. Mr. Colman commented that economic development can be complex and asked if small businesses are the intended recipients of potential EDA grants. Mr. McKay responded that County and local governments would typically be the applicants for EDA grants, which could be used to fund projects such as public infrastructure that would facilitate job growth. He noted that the CEDS action plan is broad based to allow for the EDA staff to find consistency between potential projects and the CEDS.
2. In response to an inquiry by Mr. Tindall-Schlicht, Mr. Lynde stated that Port Milwaukee and rail and bike infrastructure is addressed in the CEDS and is addressed in greater detail in VISION 2050.
3. Mr. Tindall-Schlicht also commented that the City of Milwaukee is studying future demand for industrial land in the City. Mr. Lynde responded that the Commission has been included on an advisory workgroup related to this study and is working with the City on a project related to the 30th Street industrial corridor.
4. Mr. Colman commented that there are a large number of malls across the country that are closing. He noted that affordable housing could be integrated into these developments as an alternative to commercial uses.
5. Ms. Knipper inquired about the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis that was conducted for the CEDS and if weaknesses and threats that most urgently need to be addressed were identified. Mr. McKay responded that weaknesses and threats that were discussed multiple times were identified.
6. In response to an inquiry by Ms. Knipper, Mr. Lynde responded that the participants of the October 2020 public/stakeholder virtual meeting were asked if SWOTs from the 2015 CEDS were still relevant.
7. In response to an inquiry by Mr. Nelson, Mr. Lynde stated that the Commission and M7 are working with M7's Regional Economic Partnership (REP) on how the CEDS addresses the economic inequities faced by people of color. Mr. Colman noted that equity is an issue that is greater than the just the scope of what is included in a CEDS.

Planning and Research Committee Meeting
May 4, 2021

8. In response to an inquiry by Mr. Lipscomb, Mr. Muhs stated that the REP is a working group of M7 and includes a representative from each of the seven counties, the City of Milwaukee, We Energies, and SEWRPC.
9. Mr. Lipscomb commented that the Region was not designated as an economic development district (EDD) by the EDA after the first CEDS was adopted in 2015. Mr. Muhs responded that EDD status will be explored again after the 2021-2025 CEDS is adopted and submitted to EDA.
10. Mr. Lipscomb commented that there needs to be a specific frank and direct discussion regarding systemic equity issues along with the recognition that action is required. Mr. Muhs responded that similar comments were received during the public comment period on the draft plan and staff was revising the CEDS to address those comments. Mr. Nelson commended the Commission for forming the Environmental Justice Task Force (EJTF) and noted that the EJTF made similar comments when it reviewed the draft CEDS.
11. In response to an inquiry by Mr. Colman, Mr. McKay stated that the Commission will need to adopt the CEDS after each of the seven Counties adopts the CEDS. This Committee will meet again in August to consider recommending the revised CEDS to the Full Commission for adoption at its meeting in September. Commissioners will receive a revised draft of the CEDS prior to the August meeting.

NEXT MEETING

The next meeting of the Planning and Research Committee will be held on August 3, 2021.

CORRESPONDENCE/ANNOUNCEMENTS

Mr. Muhs stated there was no correspondence but announced that he will send an e-mail to all Commissioners inquiring about their level of comfort with in-person meetings.

ADJOURNMENT

There being no further business to come before the Committee, on a motion by Mr. Schleif, seconded by Mr. Nelson, and carried unanimously, the meeting was adjourned at 3:00 p.m.

Respectfully submitted,

Kevin J. Muhs
Deputy Secretary

KJM/BRM/EAL/EDL
#257446