

**ECONOMIC DEVELOPMENT BOARD**  
**May 30, 2018**

**EDB20180530-1**  
**UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, May 30, 2018 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Arnett at 7:00 p.m.

Roll Call:      Present:      Council Member Jack Arnett, Greg Zimmerschied, Joe Kassander, DJ Burns, Mike Pahl (left meeting at 7:30 p.m.), Lynn Knutson, Sara Dunstone

Excused:      Jim Pape, Eric Stelter

Also Present: Economic Development Coordinator Mary Sheffield

**STATEMENT OF PUBLIC NOTICE**

Council Member Arnett acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law. He also stated that Mike Groth resigned from the Board and that Sara Dunstone has been appointed.

**ELECTION OF VICE-CHAIRPERSON; AND ACTION THEREON**

Motion made by DJ Burns, seconded by Mike Pahl, to nominate Joe Kassander as Vice Chairperson. Motion carried without a negative vote with Jim Pape and Eric Stelter excused.

**APPROVAL OF MINUTES**

Motion made by Greg Zimmerschied, seconded by DJ Burns, to approve the minutes from the April 25, 2018 meeting. Motion carried without a negative vote with Jim Pape and Eric Stelter excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS**

Greg Zimmerschied recused himself and gave a brief overview of the proposed Mill Street development. Cedarburg Land & Cattle, LLC will be on the June 4 Plan Commission agenda for a consultative review of this project.

**REPORTS**

Economic Development Coordinator Sheffield reported:

- Le's Pho Vietnamese restaurant will open in the former Las Fajitas location.
- Scentsory Bath & Body Boutique will open on June 15 in the former Painted Swing location.
- Blount Orthopedic Associates, S.C. will receive occupancy on May 31.

- Infinite Motion Control is scheduled for occupancy on June 5.
- The Cottage, a new gift shop, will open in the Cedar Creek Settlement on September 1.
- The Glen at Cedar Creek is seeking plat approval for the final phase, which consists of 23 lots (June 4 Plan Commission).
- The concept of pocket neighborhoods will be discussed by the Plan Commission on June 4.
- The 2018 Mayor's Community Enhancement Award nomination forms are available in City Hall and online on the City website. Nominations are due by September 1 and awards will be presented at a Common Council meeting (meeting date to be determined).
- Arrabelle ground breaking is June 7 at 2:00 p.m.

### **UNFINISHED BUSINESS**

#### **Review Project Sub-Committee Reports; and Action Thereon**

Brand Strengthening: Greg Zimmerschied recapped the presentation on May 21 by ChandlerThinks. He stated Cedarburg's report was very positive. More restaurant choices and a young professional's focus were highlighted as two areas that could be improved. The brand story, tagline and logo are currently in process.

External Communication: No report

Beautification: Joe Kassander is working on plantings around the entrance sign on the south end of the City.

Government/Regulatory: Council Member Arnett sent an email and is working on putting together a meeting with Director Wiza, DJ, and Jim Pape to get an update on the dams with regards to maintenance and possible exemptions.

#### **Discuss Design Review Guidelines; and Action Thereon**

No report

#### **Discuss Social Media; and Action Thereon**

Chairperson Arnett stated per ChandlerThinks, the City does not have strong social media. This will need to be addressed as more information from the branding consultant is available. The Board will discuss this once the branding information on social media is released.

### **NEW BUSINESS**

#### **Identify Future Agenda Items; and Action Thereon**

- Review project sub – committee list
- Highway 60 development
- Design Review Guidelines
- Social Media

Next meeting is scheduled for Wednesday, June 27, 2018 at 7:00 p.m.

**Review and Certify Code of Ethics; and Action Thereon**

The Code of Ethics was reviewed by the Board.

**ADJOURNMENT**

Motion was made by DJ Burns, seconded by Greg Zimmerschied, to adjourn the meeting at 7:50 p.m.  
Motion carried without a negative vote with Jim Pape and Eric Stelter excused.

Mary Sheffield  
Economic Development Coordinator

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