

**ECONOMIC DEVELOPMENT BOARD
January 12, 2016**

**EDB20160112-1
UNAPPROVED**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, January 12, 2016 at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Chairperson Peter Welch at 7:01 p.m.

Roll Call: Present - Council Member Mike O’Keefe, Peter Welch, Greg Zimmerschied (Alt.), Joe Kassander, Michael Pahl, Mike Ruzicka, Lynne Knutson

Excused - Dave Krier (Alt.), Jim Pape, DJ Burns, Eric Stelter

Also Present - Economic Development Coordinator Mary Sheffield, Council Member Patricia Thome, interested citizens and news media

STATEMENT OF PUBLIC NOTICE

Chairperson Welch acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law.

APPROVAL OF MINUTES

Motion made by Council Member O’Keefe, seconded by Mike Ruzicka, to approve the November 24, 2015 minutes. Motion carried without a negative vote with Jim Pape, DJ Burns, Eric Stelter and Dave Krier (Alt.) excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Update from Economic Development Coordinator Mary Sheffield and Discussion of Future Downtown Projects; and Action Thereon

- In 2015, 12 businesses opened, 7 closed, 5 relocated within the City, and 3 relocated outside of the City.
- Restaurant on the corner of Western Road and Washington Avenue has new sell price of \$369,000.
- Anne and Bill Conley have an offer to purchase the Stagecoach Inn in early February.
- The Lily Pad has installed a new sign and is operating as a tourist rooming house.
- Beerntsen’s Confectionary will close at the end of the month.
- Walter’s Loft will open and utilize approximately 4,800 square feet of the Washington Avenue Shoppes. The property owner will also begin the façade renovations. Walter’s Loft is a furniture consignment store with another location in Fox Point.
- MLG will study a business park opportunity in Grafton.
- Winter Festival is February 20 & 21.

Update on Community Development Authority; and Action Thereon

Mayor Kinzel will organize future meeting.

Informational Update on Amcast Property - No report

Update on St. Francis Borgia School Property; and Action Thereon

The City met with the developer, parish, and broker to the review project. The Project will be discussed at the January 25, 2016 Common Council meeting in closed session.

Planning Discussion for January 2016 Mayor's Forum; and Action Thereon

Coordinator Sheffield, Peter Welch and Joe Kassander continue to work on the forum. There will be a speaker to address workforce issues. Cedarburg School Superintendent Bugnacki will speak on workforce placement and development of students for the workplace. Twenty-three people have registered for the event.

Update on DPW Proposal Presentation to Common Council

Council Member O'Keefe reviewed plans for the building. He also thanked Joe Kassander for thinking outside of the box on the project and presenting an alternative to the Common Council. Council Member Thome stated Joe Kassander's thinking outside of the box will be an asset to the Community Development Authority.

UNFINISHED BUSINESS

Discuss Beautification of the Downtown Historic District; and Action Thereon

Lynn Knutson stated she believes an overall plan and budgeting is needed for beautification. Lynn will do research. Greg Zimmerschied reviewed thoughts on beautification over the years with the Ad Hoc Downtown Master Plan Committee. He asked for a vote as to whether or not the group should work on beautification. Mike Ruzicka stated a former plan was developed. He also asked if the Economic Development Board would still be necessary in light of the formation of the Community Development Authority. Coordinator Sheffield stated we need to see what the CDA's focus will be before making this determination.

Mike Ruzicka made a motion for the Board to support beautification.

Coordinator Sheffield stated beautification should be the entire City, not just the historic district. City branding should be the focus. Branding creates beautification. Coordinator Sheffield will bring a company's branding DVD to the next meeting for review.

Mike Ruzicka withdrew his motion.

Mike Pahl will obtain city branding information from a local ad agency.

NEW BUSINESS

Consider Hotel Feasibility Study; and Recommendation to Common Council

Greg Zimmerschied stated if the Economic Development Board would have suggested the City need a hotel, he would vote in favor of the City funding the survey. When a company asks for a study because they have interest in building a hotel, then the interested hotel should fund study. Greg Zimmerschied would not recommend funding to Common Council. He may change his mind if the hotel brand was different.

Council Member O'Keefe stated that his extended family has to stay in Grafton instead of Cedarburg when visiting with their families. He would like a hotel to be available in Cedarburg for family accommodations. If a feasibility study is not done, the Board should continue to talk about hotels, and the possible need.

Joe Kassander stated that he likes the fact that the City will own the study, and would like to know if Cedarburg could support a hotel and more importantly, how a hotel might impact the Inns. The study will address both questions. He also suggested that the hotel chain could be made to reimburse the City for the study as part of the contract to build. Joe Kassander travels with his three children and would not stay in an Inn with young children. He feels there are many families that travel, and would prefer a more economical and "family friendly" hotel with a swimming pool. The Pioneer Road location makes sense, but the study would confirm that location.

Lynn Knutson stated that people travel with pets. Inns are not pet friendly, but some hotel chains allow pets.

Mike Ruzicka stated that the study would provide pertinent facts that all hotel chains need prior to building. The study could be used as a marketing tool.

Mike Pahl has concerns that since the interested hotel and study consultant presented together, might there be biased information.

Coordinator Sheffield stated that the AmericInn asked another consultant to forward survey information to provide two choices.

Mike Ruzicka stated that between hockey (Ozaukee Ice Center) and soccer tournaments (Port Washington State Bank Soccer Fields), many visitors look for hotels in the area. The Milwaukee Curling Club also has a need for hotel rooms.

Greg Zimmerschied clarified his position in that if this Board feels a hotel would be beneficial, then he would support the study.

Coordinator Sheffield stated it is difficult to determine because the study will indicate if Cedarburg can support a hotel. The study will cost \$6,500 to \$8,500 and is good for five years. If the study indicates a community cannot support a hotel, the study is stopped and the cost is less.

Council Member O’Keefe stated there is a need and the City should take a look at making the investment.

Coordinator Sheffield stated that the Village of Grafton has hired consultants to do two studies as a strategy to attract additional hotels.

Council Member Thome would like the study to be put out to bid and the City should choose a consultant that is most respected by the type of hotel chain Cedarburg would like to attract.

Coordinator Sheffield stated that Pioneer Road maybe a good hotel location and could possibly act as a catalyst for development. Coordinator Sheffield also shared a statement from a Milwaukee hotel developer. He stated that they usually pay for the study, but some communities like Menomonee Falls are willing to pay because they want a hotel, which is usually how they get one. Hotels require a study. This is standard practice. Room tax will also benefit from more hotel rooms.

Mike Ruzicka made a motion to conduct a hotel feasibility study and recommend to the Common Council that City fund the study. Peter Welch seconded the motion. Motion carried without a negative vote with Jim Pape, DJ Burns, Eric Stelter and Dave Krier (Alt.) excused.

Review the Economic Development Board Responsibilities; and Action Thereon

Peter Welch reviewed the responsibilities with the Board and reiterated his obligation to keep the Board on track.

Identify Future Agenda Items; and Action Thereon

- School Board presentation on demographics (Dave Krier)
- CDA Update
- Amcast Update
- St. Francis Borgia update
- 2016 Mayor’s Forum follow-up
- Downtown Branding/Marketing/Beautification
- Review status of hotel feasibility study

Next meeting is scheduled for February 23, 2016 at 7:00p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Council Member O’Keefe, to adjourn the meeting at 8:37 p.m. Motion carried without a negative vote with Jim Pape, DJ Burns, Eric Stelter and Dave Krier (Alt.) excused.

Mary Sheffield
Secretary

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