

ECONOMIC DEVELOPMENT BOARD
February 23, 2016

EDB20160223-1
UNAPPROVED

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, February 23, 2016 at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Mike Ruzicka at 7:00 p.m.

Roll Call: Present - Greg Zimmerschied (Alt), Joe Kassander, Council Member Mike O'Keefe (arrived at 7:15 p.m.), Mike Ruzicka, Lynn Knutson, D.J. Burns, Eric Stelter, Dave Krier (Alt.)

Excused - Jim Pape, Peter Welch, Michael Pahl

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

STATEMENT OF PUBLIC NOTICE

Mike Ruzicka 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 Greg Zimmerschied, seconded by Eric Stelter, to approve the January 12, 2016 minutes. Motion carried without a negative vote with Dave Krier abstaining and Jim Pape, Peter Welch and Michael Pahl excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

PRESENTATION

Cedarburg School Superintendent Todd Bugnacki – Presentation on Demographics

Superintendent Bugnacki provided an overview of current and historical enrollment, birth trends, population history and expected growth. Projections indicate that enrollment will decrease from 2,762 students in 2015-16 to 2,517 students in 2020-21, a decrease of 245 students. Superintendent Bugnacki stated there is available capacity at each school in the district. The district is working to reverse the enrollment trend with various marketing and branding campaigns.

REPORTS

Update from Economic Development Coordinator Mary Sheffield

- Ritz Nail ribbon cutting was held earlier today.
- The distillery will be on the March 7 Plan Commission meeting for a smaller space in the Washington Avenue Shoppes.

- Walter's Loft continues to be on track to open this spring in the Washington Avenue Shoppes.
- The Cedarburg Police Dept. presented business safety and security at a recent Cedarburg Merchant organization meeting.
- The State of Wisconsin Main Street convention will tour Cedarburg on May 23.
- The Agate Convention organized by the Gem Shop will occur July 7-9. 10,000 people are expected.
- Partnership Bank Connect newsletter was handed out to the group specifically to read 2016 plans submitted by nearby communities.

Update on Community Development Authority

Joe Kassander and Eric Stelter reported that for the next several meetings the Community Development Authority (CDA) will review process and procedures for the CDA along with reviewing Smart Growth sites. By-Laws were approved. The Economic Development Board members asked that they be emailed CDA minutes. Eric Stelter asked that Smart Growth information be sent out early to the CDA members so it can be reviewed prior to the next meeting. The next Community Development Authority meeting is scheduled for March 15.

Informational Update on Amcast Property

D.J. Burns recused himself. He recently had a productive meeting with the DNR. He is moving forward on closing of the property. D.J. Burns will involve the CDA on the project soon for creation of a PUD and possible funding. He also mentioned job opportunities will be part of the redevelopment.

Update on St. Francis Borgia School Property

Coordinator Sheffield stated that the developer will be on the next Plan Commission meeting agenda scheduled for March 7 to show the plans for the St. Francis Borgia School property.

Follow-up on January 2016 Mayor's Forum

Coordinator Sheffield stated that approximately 30 people were at the forum. A business spotlight was suggested for the next forum. Speakers were informative with both Superintendent Bugnacki and WOW Workforce Development; sharing many interesting demographic facts about Cedarburg and Ozaukee County.

Update on Hotel Feasibility Study

Coordinator Sheffield shared that the RFP went out to seven consulting companies. Proposals are due back by March 1, 2016.

UNFINISHED BUSINESS

Discuss Branding/Marketing and Beautification of the Downtown Historic District; and Action Thereon – This item was postponed to the next meeting.

NEW BUSINESS

Discuss Survey to Determine what new Businesses are Desired in Cedarburg; and Action Thereon

A public survey to understand what businesses are desired in Cedarburg was suggested at the January Mayor's Business Forum. Coordinator Sheffield shared possible survey questions. Lynn Knutson asked if this survey could be included with the hotel study. The RFP is already out for the hotel study so combining is not an option. Greg Zimmerschied stated he is not sure what value a study will deliver. He stated the City needs to enlist a consultant. Dave Krier stated a potential business coming in may want to know what type of business is needed and desired. D.J. Burns commented that if we suggest what is needed based on the survey and the business does not succeed, the City may be seen as liable for suggesting. It is fine to have a wish list, but we should not suggest types of business. Greg Zimmerschied would rather see focus on marketing and branding vs. a survey. D.J. Burns suggested using SEWRPC as a possible source.

Eric Stelter made a motion to discuss the survey in six months. Council Member O'Keefe seconded the motion. Motion carried without a negative vote with Jim Pape, Peter Welch and Michael Pahl excused.

Identify Future Agenda Items; and Action Thereon

- Dams legislation
- Branding / Marketing / Beautification
- Agate Convention – The Gem Shop
- CDA Update
- Amcast Update
- St. Francis Borgia update
- Hotel feasibility study

The next Economic Development Board meeting is scheduled for March 29, 2016 at 7:00 p.m.

ADJOURNMENT

Motion was made by Eric Stelter, seconded by Greg Zimmerschied, to adjourn the meeting at 8:42 p.m. Motion carried without a negative vote with Jim Pape, Peter Welch and Michael Pahl excused.

Mary Sheffield
Secretary

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