

**ECONOMIC DEVELOPMENT BOARD**  
**April 26, 2016**

**EDB20160426-1**  
**UNAPPROVED**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, April 26, 2016 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Peter Welch at 7:00 p.m.

Roll Call: Present - Joe Kassander, Lynn Knutson, DJ Burns, Eric Stelter, Jim Pape, Michael Pahl, Peter Welch, Greg Zimmerschied (Alt.)

Also Present - Economic Development Coordinator Mary Sheffield, Veronica Woods – The Agate Expo and news media

**STATEMENT OF PUBLIC NOTICE**

Peter 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 Eric Stelter, seconded by Joe Kassander, to approve the February 23, 2016 minutes. Motion carried without a negative vote.

**COMMENTS & SUGGESTIONS FROM CITIZENS** – None

**PRESENTATION**

**Presentation on Upcoming Agate Expo by Veronica Woods, The Gem Shop**

Veronica Woods has spent the last several years organizing the July 7-10 Agate Expo. She stated that 10-12,000 people are expected at the expo which is planned to deliver approximately \$2.1 million in tourism revenue to Ozaukee County. A ribbon cutting for the event will take place on the morning of July 8. Ms. Woods is in need of volunteers. [www.agateexpos.com](http://www.agateexpos.com)

**UNFINISHED BUSINESS**

**Discuss Branding/Marketing and Beautification of the Downtown Historic District; and Action Thereon**

Part of a DVD provided by North Star Destination Strategies was played as North Star has created branding programs for many communities throughout the U.S. Jim Pape stated the City of Cedarburg brand is fine. Lynn Knutson stated it is fine, but it is not cohesive. A branding program could bring it all together. It could give the City a tool box for future efforts in beautification, marketing and wayfinding. Eric Stelter stated it might be difficult to get all organizations to agree and utilize new branding. All groups must

buy-in for the branding effort to be successful.

Coordinator Sheffield stated that a complete branding program through North Star costs approximately \$70,000. Greg Zimmerschied stated the school superintendent had expressed interest in marketing. Greg Zimmerschied also asked why “Preserving yesterday’s heritage today” is printed on several signs on Pioneer Road and Washington Avenue. This needs updating and cohesiveness. Lynn Knutson suggested placing this on the agenda in May. Coordinator Sheffield will talk to communities in Wisconsin that have utilized North Star. DJ Burns asked that Coordinator Sheffield find out what Galena, IL spends on marketing each year. Jim Pape stated that Historic Cedarburg is our brand and it is strong. He does not see Cedarburg having to invest in a consultant to reinvent. Greg Zimmerschied stated continuing to freshen up Cedarburg’s brand is important. Eric Stelter asked that each Board member send Coordinator Sheffield the top three outcomes of a branding study. Coordinator Sheffield will invite Parks, Recreation & Forestry Director Hilvo and the new horticulturist to the next meeting to discuss beautification.

### **NEW BUSINESS**

#### **Consider Recommendation to the Common Council to Create a Resolution to be sent to the State Regarding Dam Legislation; and Recommendation Thereon**

Greg Zimmerschied stated that he met with City Administrator/Treasurer Mertes and Coordinator Sheffield to discuss dams. He suggested lobbying in Madison and asking for an exemption to the dam regulation versus the City spending so much time and money on meeting the requirements. Coordinator Sheffield stated that per the City Attorney, the Economic Development Board should hold off doing any lobbying at the State until it is known what efforts the City can take to come close to complying with NR333 and still retain the historic nature of the dams.

Motion was made by DJ Burns, seconded by Jim Pape, that the Board recommends the Common Council consider creation of a resolution addressing NR333 requirements as it pertains to three dams in Cedarburg and seek input from the DNR as to whether or not there are any exemptions that the City or any other dam owners could benefit from. Motion carried without a negative vote.

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

- Branding/Marketing/Beautification
- Future direction of the Economic Development Board
- Ordinance enforcement/Code compliance

### **REPORTS**

Economic Development Coordinator Sheffield Coordinator Sheffield reported:

- Mike Ruzicka resigned from the Board. He enjoyed his time on the Board, but would like to give others an opportunity. The Board thanked Mike Ruzicka for his real estate expertise and overall community knowledge during his seven years on both the Downtown Master Plan Committee and the Economic Development Board.
- Walter’s Loft will open mid - May in the Ford Garage which has been undergoing a restoration the last several months.

- The Painted Swing will open prior to Strawberry Festival in the former Up the Creek location featuring painted and repurposed home décor, art, floral design and home staging.
- Creekside Music closed in the Settlement.
- Hotel R&D from Oshkosh, was chosen to do the hotel feasibility study. The study is in process.
- Today's Dentistry is planning a 520 square foot expansion. The revolving loan fund will not be utilized.
- The St. Francis Borgia developer pulled out of project. Barry continues to market the property.
- The Astor Care Center to be built near Lasata goes to the Plan Commission in May for final approval.
- Homes by Towne will begin Phase II, which is made up of 32 homes. Phase I consisted of 48 homes for a total of 80 homes.
- The Glen of Cedar Creek residential development should start in May.
- The lift station near the Glen of Cedar Creek is in process.
- The Revolving Loan Fund requirement of one full-time equivalent per \$20,000 borrowed has been increased to \$35,000.
- The Community Development Authority has been meeting.
- Mayor Kinzel and City Administrator/Treasurer Mertes asked that the Economic Development Board consider a new direction with more focus on projects. The Board asked that Mayor Kinzel attend the next meeting to discuss.

The next meeting is scheduled for May 31, 2016 at 7:00 p.m.

**ADJOURNMENT**

Motion was made by Greg Zimmerschied, seconded by Michael O'Keefe, to adjourn the meeting at 9:10 p.m. Motion carried without a negative vote.

Mary Sheffield  
Secretary

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