

**ECONOMIC DEVELOPMENT BOARD
May 31, 2016**

**EDB20160531-1
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, May 31, 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 7:01 p.m.

Roll Call: Present - Greg Zimmerschied, Joe Kassander, Lynn Knutson, DJ Burns, Eric Stelter, Jim Pape, Michael Pahl, Peter Welch, and Council Member Patricia Thome

Also Present - Economic Development Coordinator Mary Sheffield 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 Greg Zimmerschied, seconded by Eric Stelter, to approve the April 26, 2016 minutes. Motion carried without a negative vote with Council Member Thome abstaining.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

PRESENTATION

Parks, Recreation, & Forestry Director Hilvo will Discuss the Role of the Horticulturist in Relation to Beautification Within the City

Director Hilvo presented the role of the Horticulturist. Currently flower planting is the focus of the horticulturist. She is working on flower baskets as well as flower planting in new areas such as Evergreen Blvd. and Lincoln Blvd., fire station and welcome sign plantings. The horticulturist works closely with City Forester Westphal in brainstorming ideas for City beautification. Greg Zimmerschied asked that weeds be sprayed on Evergreen Blvd. near the new flower beds. Director Hilvo stated that he would be open to assisting with flower planting design ideas for private property owners/tenants on Washington Ave. They should contact his Department in the winter months. He stated he was considering flowers around the trees in the historic district. Greg Zimmerschied stated the entire sidewalk is needed including the grated areas for walking especially during Festivals. Council Member Thome stated part of the grate maybe removable to allow for some planting. Director Hilvo reviewed the Public Art Committee projects to include new park sculptures and an art walk. Peter Welch requested the Department's Strategic Plan. Director Hilvo will provide the plan.

UNFINISHED BUSINESS

Discuss Branding/Marketing and Beautification of the City; and Action Thereon

Greg Zimmerschied presented his thoughts on branding. He passed out handouts of the current logo and tagline as well as a template for an updated logo and tagline. Articles written about Cedarburg preservation and dams were also distributed. He suggested the tagline should be Hometown USA along with a freshened logo. Attraction of visitors, residents and businesses to Cedarburg is the purpose of the updated slogan/logo. Lynn Knutson asked if this is to replace the branding being considered by a company (North Star) who specifically works with communities on branding. Greg Zimmerschied said no, his presentation was to get the Board on the same page with a baseline of where we are as a City with branding. Jim Pape stated we have a vibrant downtown regardless of our logo and slogan. "Hometown" is very common language when describing many small towns. Eric Stelter stated our issue is who we want to attract because we do have all the elements already in place to market the City. Jim Pape stressed that marketing the shops to visitors is important to the success of the downtown merchants. Eric Stelter made the point of the importance of marketing to residents. Lynn Knutson stated she relies on both tourists and residents for the success of her shop. Eric Stelter stressed quality merchants and restaurants are important. Peter Welch stated the City would get objectivity from working with a third party organization to evaluate branding strategy. Eric Stelter expressed concern over the cost of working with this type of company. Jim Pape stated Festivals is a good marketing tool for Cedarburg. Lynn Knutson feels strongly new data and research are necessary for continued success of the downtown to include a cohesive sign package. Eric Stelter made the point that it is the merchant's responsibility to evaluate product and offerings to increase traffic into a shop.

Peter suggested bringing in a marketing/branding company to present to the Board. Jim Pape suggested starting with the Chamber as the Chamber website is most often looked at first by visitors. Michael Pahl agreed that the logo should be updated.

Peter Welch made a motion to invite a firm with community experience to the next meeting to present. Lynn Knutson seconded the motion. Motion carried without a negative vote.

NEW BUSINESS

Discuss the Direction of the Economic Development Board; and Action Thereon

Peter Welch, Council Member Thome and Coordinator Sheffield met with Mayor Kinzel to discuss the direction of the Economic Development Board in light of the creation of the Community Development Authority. Will the Board continue to meet monthly or every other month? Mayor Kinzel would like the Board to be more project focused. Greg Zimmerschied suggested that the Board continue to meet monthly. Coordinator Sheffield agreed especially if the Board will be adding a request to the City budget. Projects identified by the Board include: Branding, Synergy, Beautification, Business Park #2/Business Opportunity, and Government Regulations. Peter Welch asked each member to let Coordinator Sheffield know what project subcommittee they would like to be a part of.

Coordinator Sheffield is to follow-up on dam recommendation from the May meeting.

Discuss the Impact of Food Trucks and Beer Gardens in the City; and Action Thereon

A Beer Garden was not discussed as Director Hilvo stated his fundraising efforts for the pool will be held at the pool this summer and not by creating a beer garden in a park. Greg Zimmerschied asked for this item to be on the agenda. In light of Thiensville not allowing food trucks, Greg Zimmerschied thought the Board should address trucks in Cedarburg. He stated restaurants are fragile and there is much competition in the restaurant business. Trucks do not pay any type of taxes. The City is not enforcing movement every 10 minutes as permits require. Cost of the permit is \$75 per year. Coordinator Sheffield stated only one restaurant has inquired about whether or not food trucks are allowed. She stated food trucks are attracted to busy downtowns and possibly add to the vibrancy. Some communities have a certain parking lot in which food trucks are allowed. Joe Kassander stated a food truck may bring people into a shop. He also suggested making the food truck permits more expensive. Jim Pape thought it would be a good idea to get opinions on the trucks from the restaurants in downtown Cedarburg. Currently there is one food truck downtown on a fairly consistent “once a week” basis. Lynn Knutson agrees trucks should not be allowed, as they do not have to endure the long winter when business is slow. Council Member Thome stated the food truck is well loved, but she also feels for the restaurant owners. DJ Burns referred to Madison, WI and people working downtown enjoying a wide variety of food trucks for lunch impacting the restaurants bottom line. Michael Pahl said the food trucks do not go with the core values of our community. Peter Welch would like to wait to address this topic, if the food truck numbers grow to three or five.

Greg Zimmerschied made a motion to recommend to the Common Council that permits not be provided to food trucks on public property. DJ Burns seconded the motion. Motion carried with Greg Zimmerschied, Joe Kassander Lynn Knutson, DJ Burns, Eric Stelter, Jim Pape, Michael Pahl and Council Member Thome voting in favor and Chairperson Welch opposed.

Review and Certify the Code of Ethics; and Action Thereon

The Board Members reviewed the certified the Code of Ethics.

Identify Future Agenda Items; and Action Thereon

- Review Project List
- Presentation by branding firm

REPORTS

Economic Development Coordinator Sheffield

Coordinator Sheffield reported:

- Ribbon cutting for Walter’s Loft was held on May 19.
- 30 attendees of the Main Street convention held in Milwaukee the week of May 23 enjoyed a tour of Cedarburg to include presentations of Kubala–Washatko, Rivoli Theater, It’s A Gas (FRILL), and the Settlement.
- A proposed apartment building on Jackson Street will be on the June 6 Plan Commission agenda.
- Salon Noir will open in the Starbuck’s building in June.
- An orthopedic practice will open in the Dave’s Bagel/Subway building on south Washington. A new façade is currently under construction.
- Coordinator Sheffield toured downtown Waukesha and noted much construction and several empty

- storefronts. The public art (large guitars) added to the vibrancy.
- Community Development Authority minutes were passed out.

The next meeting is scheduled for June 28, 2016 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by DJ Burns, to adjourn the meeting at 9:42 p.m.
Motion carried without a negative vote.

Mary Sheffield
Secretary

adk