

ECONOMIC DEVELOPMENT BOARD
September 28, 2016

EDB20160928-1
UNAPPROVED

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 28, 2016 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

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

Roll Call: Present - Greg Zimmerschied, Joe Kassander, Lynn Knutson, DJ Burns, Jim Pape, Michael Pahl, Peter Welch

Excused - Council Member Patricia Thome, Eric Stelter

Also Present - Economic Development Coordinator Mary Sheffield, Cedarburg Chamber of Commerce Director Jennifer Andreas, Steve Leonard

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 DJ Burns, seconded by Greg Zimmerschied, to approve the May 31, 2016 minutes. Motion carried without a negative vote with Council Member Thome and Eric Stelter excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

PRESENTATION

Teleconference Meeting with Vice President of Marketing Anthony Domine of North Star Destination Strategies Regarding Branding

Anthony Domine presented North Star's approach to community branding via the following steps:

1. Education and Research – internal and external.
2. Strategic DNA – what makes Cedarburg unique and special?
3. Creativity and Action – focus on community's character shaping development, not development shaping character.

Typically, for a City the size of Cedarburg, the branding process takes 8 months to a year and costs approximately \$80,000 to \$90,000. North Star has worked with over 200 communities in 42 States. North Star believes your brand is what people say about you when you are not around. It is not just a logo and tagline. Mr. Domine shared examples of work completed in several communities. Mike Pahl asked how a branding efforts success is measured. Mr. Domine explained that is difficult, but they do provide benchmarks for communities to use such as a brand barometer and quantitative external research information. DJ Burns stated that communities have used grants to partially pay for this type of branding. Mr. Domine shared a list of suggestions of what NOT to do when working

on branding your community. This is not an ad campaign, this is a legacy project. The outcome will be everlasting in the community. He also offered to put together a proposal, if desired.

UNFINISHED BUSINESS

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

Joe Kassander stated that looking at Cedarburg like a business; \$80,000 is not a lot in the scheme of all branding impacts. This type of research to fully understand Cedarburg's attributes should be considered. DJ Burns stated grants are available to assist with cost. Peter Welch appreciated Michael Pahl's question on measurement of branding success and would want more answers on this topic. Lynn Knutson stated North Star should have more information on measuring this as well as interviewing the communities that have already engaged North Star. Jim Pape stated that he sees this as a long term effort using the information. Some of this is occurring already in the City. Lynn Knutson stated that the commitment from Cedarburg to use the information is just as important as the study itself. Jim Pape expressed concern over the 30 plus years of promoting historic Cedarburg. Greg Zimmerschied said he can't see the research not highlighting the historical aspect of Cedarburg, and mentioned there are funding sources within the City. DJ Burns said this is a long term investment in the City as long as there is buy in from all the stake holders. More discussion on branding will occur within the branding sub-committee as they decide the next steps.

NEW BUSINESS

Review Project Sub-Committees; and Action Thereon

Coordinator Sheffield reviewed the sub-committee list and Chairperson Welch suggested each committee meet at least once before the October meeting. Several items were added to the Beautification Committee's list for discussion.

Coordinator Sheffield added garbage can painting in the historic district as this has been requested by a merchant. Maintenance of these cans has been on the unfunded budget list the last several years. They are rusty and in need of paint (36 cans/\$17,000).

Also, the banners on the south end of Washington Ave are in year four of their three to five year life span. New banner cost of \$4,000 has once again been placed on the unfunded list. Lynn Knutson suggested waiting on the banners until the branding study is complete, as a new design might be used on the banners.

Greg Zimmerschied added trimming and removal of dead trees behind Silver Creek near the dam as this area is the most photographed in Cedarburg. Joe Kassander also let the group know he is funding a replacement tree for the front lawn of City Hall on behalf of the Economic Development Board. Greg Zimmerschied stated this might be a good time to relook at major improvements to the front of City Hall, since the tree was a barrier to an overall plan. Joe Kassander also stated the walkability of Cedarburg could be improved with more rigid trimming parameters near the City sidewalks. Easements need to be enforced.

Jim Pape added park restrooms to the beautification list and asked that the Government/Regulatory group follows-up on the dam situation. Chairman Welch will follow-up on dams.

Consider Food Truck Ordinance as Requested by Common Council; and Recommendation Thereon

Steve Leonard, father of Christian Leonard who is the owner of Sal's Pizza, presented the board a letter he had written to Council Member Czarnecki stating he is firmly against food trucks operating in Cedarburg. They degrade the historic district and take unfair economic advantage of public areas to the detriment of a thriving Cedarburg. (see attached letter)

The board discussed the following parameters for recommendation to the Common Council:

- **Mobile Vendors of any kind:**
- **Location:** Not inside of the historic district and at least 100 feet away from front door of any business selling the same type of product.
- **Hours:** 10am – 2pm weekdays / No weekends
- **Permit Fee:** \$600 per year
- **Number of Permits:** limit to 3 per year – first come first serve
- **Fines:** 3 strike rule and unable to apply the following year

This ordinance would not apply to private property.

Peter Welch made a motion to incorporate the above recommendations into a new Mobile Vendor ordinance. Greg Zimmerschied seconded the motion. Motion carried without a negative vote with Council Member Thome and Eric Stelter excused.

Identify Future Agenda Items; and Action Thereon

- Project Sub Committee Report
- Dam Update
- St. Francis Borgia property apartment proposal
- Economic Development Coordinator involvement in CDA
- Move Economic Development Coordinator Report back to front of agenda
- Move meeting from Tuesday to Wednesday evening

REPORTS

Economic Development Coordinator Sheffield

Economic Development Coordinator Sheffield reported:

- Urbanite and RA Smith National opened in September.
- Buddy Squirrel, The Student Union, and New Fortune working to open.
- Several businesses are now leasing space in the former Machine Concepts building (C A Daniels Construction, Inc. and Tan-U Int.)
- Energenec is consolidating/moving so property is on available space list.
- W68 N940 Washington Ave. and W62 N497 Washington Ave. both have interested buyers and hope to close in the next few months.
- Hotel Study has been distributed to 4 franchises and 1 developer with some interest from several franchises.
- Apartment proposal on St. Francis Borgia property moving forward. Jackson St. proposal on hold due to concerns over density.
- Commerce State Bank has been awarded Small Business of the Year by Ozaukee Economic Development.

- 9/13 CDA minutes passed out.

The next meeting is scheduled for October 25, 2016 at 7:00 p.m.

ADJOURNMENT

Motion made by Greg Zimmerschied, seconded by DJ Burns, to adjourn the meeting at 9:43 p.m.
Motion carried without a negative vote with Council Member Thome and Eric Stelter excused.

Mary Sheffield
Economic Development Coordinator

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