

**ECONOMIC DEVELOPMENT BOARD
October 27, 2015**

**EDB20151027-1
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, October 27, 2015 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 - Peter Welch, Jim Pape, Greg Zimmerschied (Alt), DJ Burns, Joe Kassander, Lynn Knutson, Council Member Mike O'Keefe, Michael Pahl

Excused - Eric Stelter, Dave Krier (Alt), Mike Ruzicka

Also Present - Economic Development Coordinator Mary Sheffield, interested citizens

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 Greg Zimmerschied, seconded by Lynn Knutson to approve the minutes of the September 29, 2015 meeting.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

UNFINISHED BUSINESS

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

- Washington House Inn has been voted as one of the 50 Best Bed and Breakfasts in the country.
- Up the Creek has opened in the former POSH location.
- Itty Bitty Piggies will be opening soon in the former Jill's Style Salon space.
- Birchwood Wells is expanding into part of the former Itty Bitty Piggies space.
- Amish Furniture will be relocating into the former DeRiah Salon/Dynamo Nutrition spaces.
- Settlers Inn had a ribbon cutting on October 19 to celebrate their interior/exterior renovations.
- The Weber Haus (part of the Stagecoach Inn) is under contract and set to close at the beginning of November. It will remain a tourist rooming house.
- North 48 has opened to great reviews.
- Kelley's Market is closed.
- Chamber awards will be presented on October 29 as follows:
 - Beyer's True Value - Business of the Year
 - Summer Sounds - Community Service Award
 - Cathy Radmann - Chamber Service Award
 - Pink Llama Gallery - Chamber Sparkplug Award

Donald and Lowell Levy – Lifetime Business Achievement Award

Discuss Smart Growth Overview; and Action Thereon

Several smart growth sites were reviewed. Smart growth sites should be assessed and prioritized by the CDA.

Discuss the Vision and Future Projects for the Economic Development Board; and Action Thereon

Peter Welch suggested a white paper process for any recommendation the Board would make to groups or committees. Greg Zimmerschied stated the Board has made recommendations for TID #3 and the CDA in an effective manner without any type of formal process. Jim Pape has a concern over the process and stated sometimes there is a conflict between economic activity and historical preservation and he questioned what position is taken then? Peter Welch stated there would not be a recommendation. Greg Zimmerschied feels the Economic Development Board should weigh in by asking the Plan Commission to set building standards for the historic district at the November 2 meeting.

Peter Welch stated the Economic Development Board should be more aware of all that is happening in other committees/commissions in the City in the event it relates to economic development. He referenced dogs being allowed in parks. Jim Pape stated Tourism, Promotion & Development have some funds for downtown improvements.

DJ Burns asked Council Member O'Keefe how the Board's voice could be best heard by the Common Council. He also stated he was not in favor of the white paper process. Council Member O'Keefe said the Board should be careful so smaller issues are not the focus and should continue to weigh in on larger issues. Michael Pahl stated the Board should focus on long term enhancement of the City. He mentioned being more involved in marketing the SGA properties that are currently for sale and also looking at City-wide Wi-Fi.

Lynn Knutson would like beautification of the downtown to be on next agenda. This includes weeds, but also signage and many other aspects of maintaining the historic district.

Greg Zimmerschied added relooking at branding and working on a long range plan. Coordinator Sheffield commented that a complete signage/branding package could be put together in the next year if the group decided to focus on that type of project.

Jim Pape commented on the dam issue. Coordinator Sheffield will ask Director of Engineer & Public Works Wiza to give an update at the next meeting. A City-wide Wi-Fi presentation will be on the December agenda. Joe Kassander offered a contact for the presentation. He also suggested the Economic Development Coordinator position possibly moving from part-time to full-time should be discussed by the Board along with a recommendation. Council Member O'Keefe stated the Planner position may have an increase in hours in 2016.

Review Ad Hoc Downtown Master Plan Recommendation; and Action Thereon

Peter Welch proposed readopting the recommendations for the Economic Development Board as it is a solid document that can be built on.

Greg Zimmerschied made a motion to readopt the recommendations and work to incorporate the

recommendations into future Economic Development Board decisions. Council Member O'Keefe seconded the motion. Motion carried without a negative vote with Eric Stelter, Mike Ruzicka, and Dave Krier (Alt.) excused.

Update on Community Development Authority; and Action Thereon

CDA appointments will be made on November 9 at the Common Council meeting.

Update on Amcast Property; and Action Thereon

DJ Burns recused himself. DJ has met with the DNR. They are creating a conceptual remedial plan.

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

Peter Welch reported that he talked to Mayor Kinzel and the Mayor had reached out to Mike LaRosa letting the church know that the City is here and there are resources available, if they are interested in exploring a partnership with the City and development. Coordinator Sheffield reported that she had talked to Mike LaRosa and the parish chose an offer that would meet the needs of the parish and City. The offer has been approved by the parish and the archdiocese and is under contract. The buyer/developer is working through due diligence.

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

Coordinator Sheffield, Peter Welch and Joe Kassander continue to explore the workforce topic for the forum. OED is also having a workforce focused seminar in early November, so the City does not want to duplicate. Coordinator Sheffield suggested technology as a possible topic.

NEW BUSINESS

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
- Downtown Beautification (weeds, signage)
- Presentation on the Dams – Tom Wiza
- Coordinator position hours

The next Economic Development Board meeting is scheduled for November 24 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Council Member O'Keefe, to adjourn the meeting at 8:55 p.m. Motion carried without a negative vote with Eric Stelter, Mike Ruzicka, and Dave Krier (Alt.) excused.