

**ECONOMIC DEVELOPMENT BOARD
November 24, 2015**

**EDB20151124-1
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, November 24, 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 7:02 p.m.

ROLL CALL: Present - Council Member Mike O'Keefe, Peter Welch, Jim Pape, Greg Zimmerschied (Alt), DJ Burns, Joe Kassander, Michael Pahl, Eric Stelter, Mike Ruzicka

Excused - Dave Krier (Alt), Lynn Knutson

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 DJ Burns, to approve the October 27, 2015 minutes. Motion carried without a negative vote with Dave Krier and Lynn Knutson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

PRESENTATIONS

Presentation on the Cedarburg Dams by Director of Engineering and Public Works Tom Wiza

Director Wiza presented a background on the Columbia Mill, Ruck, and Woolen Mill dams and reviewed the Cedarburg Dams Capacity Analysis created by Graef. The dams will be placed on the December agenda for further discussion.

Hotel Preliminary Findings Report will be Presented by Michael Linder from Hotel R&D, LLC and Michelle Vander Vegte from AmericInn; and Action Thereon

Michelle Vander Vegte gave a brief background on AmericInn, stating the hotel is based out of Chanhassen, MN. There are currently 39 AmericInns in Wisconsin. Michael Linder gave background to his hotel research and development company. Demand is back so hotels are being built once again. Cedarburg is considered a secondary market for hotels. The proposed feasibility study must be completed prior to AmericInn committing to Cedarburg. The cost of a study is \$6,500-\$8,500 and can be shared with and used by any hotel group that may have interest in Cedarburg. The longevity of the study is usually five years. If study begins to find a hotel does not make sense, the study is not completed and the cost of the study is less. The study takes approximately 60 days to complete. AmericInn is looking at several properties on Pioneer Road as possible locations to build a 51 room hotel with investment of \$4.6 to \$5

million. The study will reflect impact on inns currently located in Cedarburg. A recommendation to fund a feasibility study will be placed on next agenda for further discussion by the Board.

UNFINISHED BUSINESS

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

No report.

Update on Community Development Authority; and Action Thereon

Appointments will be made at the November 30 Common Council meeting.

Appointments include: Council Member Mitch Regenfuss, Eric Stelter, Joe Kassander, Andy Dettro, Eric Arvold, Dale Lythjohan and Mayor Kip Kinzel.

Informational Update on Amcast Property

DJ Burns recused himself and reported that he met with the DNR and dam project, as it would have bearing on the project. The project is moving along. DJ Burns encouraged all to attend the next creek clean-up meeting in early December.

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

City Planner Censky met with the developer to offer direction as to the type of project the City would like. No plans have been submitted. The rectory will once again be on the Landmarks agenda on December 10.

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

Coordinator Sheffield, Peter Welch and Joe Kassander will continue to explore the workforce topic for the forum and will invite one of the speakers from the November OED event. School Superintendent Bugnacki from Cedarburg will be invited as well as a contact from Grafton involved in manufacturing/tech school. Eric Stelter commented that the speakers seem a bit disjointed. Joe Kassander reviewed an idea for a potential listing of jobs on a website. Greg Zimmerschied suggested bringing in a speaker that is knowledgeable in obtaining service related employees.

Consider Economic Development Coordinator Position Contracted Employment; and Action Thereon

A current job description was provided to the Board. Peter Welch asked what type of Economic Development position is usual for other communities the size of Cedarburg. DJ Burns commented that many communities have a focus on economic development, and that most are full-time. Eric Stelter stated the Community Development Authority (CDA) may assist economic development and the Planner. Peter Welch stated the CDA may need additional assistance from the Economic Development Coordinator. The City Administrator role was mentioned as someone who could promote economic development, but the administrator is doing a dual role with finance. Greg Zimmerschied and Eric Stelter suggested a full-time City Administrator may be a better investment vs. a shared Treasurer/Administrator or increased Economic Development Coordinator hours. Council Member O'Keefe stated that both full-time coordinator and administrator could be discussed in the future, but would need to be planned for and budgeted. Jim Pape

suggested adding 10 hours to the Economic Development Coordinator position.

Peter Welch made a motion to recommend to the Common Council adding 15 hours to the Economic Development Coordinator position or up to 35 hours as needed. Michael Pahl seconded the motion. Motion carried without a negative vote with Dave Krier and Lynn Knutson excused.

NEW BUSINESS

Discuss Beautification of the Downtown Historic District; and Action Thereon

To be discussed at the next meeting.

Discuss Proposed use of Formart Property at N144 W6050 Pioneer Rd; and Action Thereon

Joe Kassander detailed an idea for the Cedarburg Public Works building located at the Formart location. The proposed expense is \$4 million vs. a proposed \$8 million.

Motion made by Peter Welch to bring the DPW proposal forward to the Common Council for review. Motion seconded by Eric Stelter. Motion carried without a negative vote with Dave Krier and Lynn Knutson excused. Peter Welch and Joe Kassander will bring the proposal to the Common Council.

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 – scheduled for January 28
- Downtown Beautification (weeds, signage)
- Review presentation on dams
- Review presentation on hotel feasibility study
- Review DPW proposal presentation

Next meeting scheduled for January 12, 2016 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Council Member O'Keefe, to adjourn the meeting at 9:35 p.m. Motion carried without a negative vote with Dave Krier and Lynn Knutson excused.

Mary Sheffield
Secretary

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