

**ECONOMIC DEVELOPMENT BOARD**  
**May 26, 2015**

**EDB20150526-1**  
**UNAPPROVED**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, May 26, 2015 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member O'Keefe at 7:00 p.m.

Roll Call: Present - Council Member Mike O'Keefe, DJ Burns, Mike Ruzicka, Peter Welch, Eric Stelter, Greg Zimmerschied (Alt)

Excused - Lynn Knutson, Jim Pape, David Krier (Alt.)

Also Present - Economic Development Coordinator Mary Sheffield (arrived at 7:20pm), Council Member Patricia Thome, Council Member John Czarnecki, City Administrator Christy Mertes, Ann Denk

**STATEMENT OF PUBLIC NOTICE**

Council Member O'Keefe 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 Mike Ruzicka, seconded by Greg Zimmerschied, to approve the minutes of the March 31, 2015 meeting. Motion carried without a negative vote.

**COMMENTS & SUGGESTIONS FROM CITIZENS** - None

**UNFINISHED BUSINESS**

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

- Kelly's Market received occupancy and will open soon in the former Pigment Art Studio space.
- The red barn near the Settlement, formerly an antique shop, has been leased by owners of Anvil and Cream and Crepe.
- The Concord Development proposal was discussed at the May Plan Commission meeting with façade renovation plans for Dave's Bagel/Subway building and the plans passed. Concord has offered to purchase the building.
- LaBudde is in their new office and plans a ribbon cutting/open house on June 17.
- The price on the restaurant property on Western Road and Washington Avenue has been reduced to \$427,000
- The Cedarburg History Museum will open in the former Partnership Bank building on Columbia Road. City Administrator/Treasurer Mertes and Coordinator Sheffield applied for a WEDC grant to assist with interior renovations and the grant was denied.

**Update on Possible Community Development Authority; and Action Thereon**

City Administrator Mertes provided background information as to what has been discussed at previous meetings regarding a CDA. Eric Stelter asked if a CDA had been reviewed with the Common Council. It

had not been reviewed. Peter Welch stated the function of a CDA would be to give developers the opportunity to discuss potential projects with the CDA in private and not be subject to the open meeting law.

DJ Burns stated most communities have some form of a CDA where the end result of discussion on a project is subject to open meetings law. City Administrator/Treasurer Mertes stated that staff is able to discuss projects with developers confidentially until the point where they need to have projects on a Commission agenda. Greg Zimmerschied stated that both the Village of Grafton and the City of Port Washington have an Economic Development Board and a CDA per the presentations by the communities in March. DJ Burns stated a CDA meets only when projects are pending. The Economic Development Board would continue to meet monthly. There is a \$500 fee for creation of a CDA. Council Member Thome stated that the creation of a CDA will take some of the burden off staff. Eric Stelter and Peter Welch will make a recommendation to the Council in favor of a CDA.

Peter Welch made a motion that the Economic Development Board suggests to the Council a process by which the City of Cedarburg can create a project specific community development authority. Mike Ruzicka seconded the motion. Motion carried without a negative vote.

#### **Update on Amcast Property; and Action Thereon**

DJ Burns recused himself. Mr. Burns stated at this point in time he is waiting for the EPA to issue a perspective purchaser agreement. Mr. Burns will present his proposal, site plan and potential uses to the Council at the end of June.

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

No further update than what was stated at the Mayor's Forum. The church was in the process of selecting a commercial broker.

#### **Update on 2015 Mayor's Forum; and Action Thereon**

The speaker and format of the forum were good. The Mayor's conversation on topics seemed to work well with approximately 50 attendees. Sandy Wirth, Peter Welch and Matt Cordio's presentations were interesting and thought provoking. Discussions regarding attracting millennials and an incubator type business were discussed. Also, high density housing as well as cottage style homes to attract both millennials and empty nesters was suggested. A January business forum will be planned.

#### **Update on Smart Growth Area 19 and Action Thereon**

The commercial broker for Formart mentioned he has had some interest. Formart's sale price is \$639,000.

#### **Review Draft TID Policy and Application; and Action Thereon**

City Administrator/Treasurer Mertes wanted feedback on the application and policy. Suggestions were given to her for both application and policy. Concerns over the \$10,000 fee were raised. Other communities in the surrounding areas do not require a fee. Consulting fees could be recouped by the TID. Greg Zimmerschied asked who is responsible for the fee if the City denies the TID? The Board also felt the application is too long. Suggested application questions could be phased in over time. Peter Welch asked where the \$10,000 number is from. Council Member Czarnecki stated that is the average fee of Ehlers. Peter Welch suggested a shorter form be used up front. DJ Burns stated the \$10,000 consulting fee should be recouped by the City.

The City should also look for ways to reduce that fee. The City has only had three TIDs. The City should not let the application and fee be a barrier to more. The Village of Grafton does not have a fee. The fee is worked out in each developer agreement. A roadmap to TIDs in Cedarburg is wanted, but the application is long and may ask too many questions. Coordinator Sheffield stated the Policy is good and would be a welcome tool to give to those interested in discussing a TID. Eric Stelter said he would hate to discourage anyone from coming forward to discuss a TID and he feels the fee would be discouraging especially since neighboring communities do not have fees. Council Member Thome stated the fees need to be recovered, but the fee wording should be reworked. Coordinator Sheffield stated the \$10,000 fee should not be called an application fee. City Administrator/Treasurer Mertes suggested an initial fee of \$500, and payment of \$9,500 later in the process. Eric Stelter suggested collecting the fee when Ehlers begins work. This should be clearly stated in the application and policy.

Greg Zimmerschied offered to assist City Administrator/Treasurer Mertes with the revisions. She will make revisions and email them to the Board.

Greg Zimmerschied made a motion to have the revisions incorporated and discuss them at next meeting. Peter Welch seconded the motion. Motion carried without a negative vote.

### **NEW BUSINESS**

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

- Community Development Authority
- TID checklist review
- Amcast Update
- Mayor Forum planning for January
- St. Francis Borgia update
- SGA update

#### **Review and Certify Code of Ethics; and Action Thereon**

The Board Members reviewed and certified the Code of Ethics.

### **ADJOURNMENT**

Motion was made by Peter Welch, seconded by Council Member O'Keefe, to adjourn the meeting at 9:00 p.m. Motion carried without a negative vote.

Mary Sheffield  
Secretary

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