

**ECONOMIC DEVELOPMENT BOARD**  
**May 27, 2014**

**EDB20140527-1**  
**UNAPPROVED**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, May 27, 2014 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 Paul Radtke at 7:06 p.m.

**ROLL CALL**            Present:            Council Member Paul Radtke, Greg Zimmerschied (Alt.), DJ Burns, Peter Welch, Eric Stelter, Lynn Knutson, Christopher Smith

                                 Excused:            Jim Pape, David Krier (Alt.), Mike Ruzicka

                                 Absent:             Rebecca Zuba (Alt.)

                                 Also Present:       Economic Development Coordinator Mary Sheffield, Council Member Michael O'Keefe, Mike LaRosa, owner of LaRosa Landscaping, Joe and Grace Kassander, owners of Birchwood Landscape and Snow Removal.

**STATEMENT OF PUBLIC NOTICE**

Council Member Radtke acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law.

Chairman Radtke asked new Board Member, Lynn Knutson, to introduce herself to the Board.

**ELECTION OF CHAIRPERSON, VICE CHAIRPERSON AND SECRETARY, AND ACTION THEREON**

Eric Stelter nominated Christopher Smith for Chairperson. Christopher Smith nominated Council Member Radtke for Chairperson. Board voted with five votes for Council Member Radtke and two votes for Christopher Smith.

Christopher Smith will continue as Vice Chair and Coordinator Sheffield will continue as Secretary.

**APPROVAL OF MINUTES**

Motion was made by Eric Stelter, seconded by Peter Welch, to approve the minutes of the March 25, 2014 meeting. Motion carried.

**UNFINISHED BUSINESS**

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

- Jett Vance Salon opened on May 1 in the former Carson's Salon space. The Interior was

- renovated and a new sign is in place.
- Cedarburg Popcorn Company opened in the former HUB location on May 15. The Chamber and City plan a ribbon cutting for May 30.
  - Olive n' Vinnies was sold to a new owner. The shop will relocate to the former Peddler's Corner location and be called The Olive Sprig. They plan to open on June 1.
  - Leap of Faith will reopen in the former Olive n' Vinnies space in July.
  - Flying Fur opened early May at the larger Lincoln Avenue location.
  - Settlers Inn has been on the Landmarks agenda several times reviewing plans for exterior renovations. They also plan to renovate the interior eating area and kitchen and change the menu.
  - Machine Concepts will move to a Germantown Industrial Park. Coordinator Sheffield to complete exit interview.
  - A new City of Cedarburg Economic Development Profile created by the County Extension office for each community is now on the City website.
  - The Mayor Forum is scheduled for June 5 at 5:15 p.m. at the Cultural Center. The Forum panel includes Jerry Edquist of Carlson Tool, Ryan Olsen of Olsen's Piggly Wiggly, Jim and Karen Lillie of Lillies and Weeds, and Eric Fix of Out & Out.
  - Coordinator Sheffield is working on a welcome sign with Mikko Hilvo for the south Washington Avenue entrance.
  - Coordinating a new bike parking area on Washington Avenue through Tourism, Promotion, and Development Committee, Parks & Recreation and businesses Stilt House and Lillies and Weeds who will contribute funds and resources.

#### **Review Suggested Revisions to Land Use Plan 2025; and Action Thereon**

Chairperson Radtke explained why the Board feels it is important to add several properties to the 2025 Land Use Plan for future development. Mike LaRosa expressed interest in knowing what the City would like to see developed in that area. He has had some interest in his properties with home improvement businesses. He is concerned about the long term plan for the now closed pumping station. Joe Kassander stated he had looked at the possible purchase of the Formart property, but the current assessment is unrealistic. Mike LaRosa asked the City to step in as Formart is not helping the value or marketability of any properties in the near vicinity. Chris Smith stated that he feels the area would be appropriate for some type of family restaurant/entertainment development because of the ice center and soccer fields that are nearby. Peter Welch suggested a study be done as to what might fit best in that location.

Coordinator Sheffield reported that she and Jon Censky met with the owner of the former bus station on Cardinal Avenue and Pioneer Road, JT Rueter. Mr. Rueter stated that adding his property to the Land Use Plan is a good first step to opening the possibilities of development in that area.

Planner Censke will redo the map indicating additions to Land Use map and present it at the June meeting.

#### **Update from Council Member Radtke on St. Francis Borgia School Property; and Action Thereon**

Council Member Radtke reported that Mayor Kinzel discussed the school sale with Mark Burgoyne and that the school is not in a hurry to sell the current property. They may have more interest when

the new school is almost completed.

Peter Welch made a motion for Mary Sheffield to reach out to St. Francis Borgia as they go through planning for the sale of the current school property offering suggestions for development such as high quality residential. Motion seconded by Christopher Smith. Motion carried.

**Update on Mercury Marine Site #2; and Action Thereon**

Coordinator Sheffield read an email from Mercury Marine dated April 24, 2014. There is no new information as Mercury Marine continues to wait for the DNR to make a decision regarding closure for groundwater at the Plant 2 site.

**NEW BUSINESS**

**Discuss Outbound Marketing; and Action Thereon**

Peter Welch stated that he would like to understand how the City markets to developers within the state and out of state. Coordinator Sheffield reviewed the ways in which the City is marketed through her efforts and the efforts of Ozaukee Economic Development and Wisconsin Economic Development Corporation. There is no budget for economic development. Peter Welch offered to assist with several groups within Milwaukee such as NEWaukee that may have interest in Cedarburg. Chris Smith also offered social media expertise.

**Discuss Parking in the Historical District; and Action Thereon**

Peter Welch made a motion stating that the Board feels there is no immediate need for more parking, but will evaluate it in one to two years and will continue to refer to the Downtown Master Plan recommendation for parking. Greg Zimmerschied seconded the motion. Motion carried.

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

Code of ethics reviewed and certified.

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

- Marketing enhancements – Peter Welch and Chris Smith
- Smart Growth Map Review – Jon Censky
- Identifying blight and plant closing procedures – DJ Burns
- St. Francis Borgia updater – Mary Sheffield

**ADJOURNMENT**

Motion was made by Greg Zimmerschied, seconded by Eric Stelter, to adjourn the meeting at 9:50 p.m. Motion carried.

Mary Sheffield  
Secretary

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