

**ECONOMIC DEVELOPMENT BOARD
June 24, 2014**

**LIB20140624-1
UNAPPROVED**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, June 24, 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 7:00 p.m.

ROLL CALL

Present: Council Member Paul Radtke, Greg Zimmerschied (Alt.), DJ Burns, Peter Welch, Eric Stelter, Lynn Knutson, Christopher Smith, Jim Pape, David Krier (Alt.)

Excused: Mike Ruzicka

Absent: Rebecca Zuba (Alt.)

Also Present: Economic Development Coordinator Mary Sheffield, Planner Jon Censky, Council Member Patricia Thome, Mike LaRosa, owner of LaRosa Landscaping, JT and Rosemary Rueter, owners of A-1 Storage.

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.

APPROVAL OF MINUTES

Motion was made by Greg Zimmerschied, seconded by Peter Welch, to approve the minutes of the May 27, 2014 meeting. Motion carried.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

UNFINISHED BUSINESS

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

- The Olive Sprig has opened in the former Peddler's Corner location. A major renovation was done in the space.
- Leap of Faith will reopen soon in the former Olive n' Vinnies space.
- Classic Traditions will close and the property is for sale. Owner Marline McGrew will continue to own and operate Garden Goodies. She has owned 9 businesses in the City and was the first merchant in the Settlement.
- The Mayor's forum, held on June 5th was well attended with approximately 60 participants. The

list of Positives and Challenges that came from the meeting were reviewed by the Board. The Board concluded that better signage for restrooms and parking should be looked at by staff. Council Member Thome stressed diversifying the tax base is important. Chris Smith stated that continuing to create a diverse business community should be a focus.

- Machining Concepts Exit Survey was reviewed. President Wayne Beebout sent in a detailed survey describing his desire to keep his business in the City but the fact that property is not available for building was the deciding factor in moving the business to Germantown. Chris Smith will present the survey at an upcoming Common Council meeting.
- Think Cedarburg It's Friday (TCIF) is a new promotion by the merchants to stay open at least until 8pm on Friday evenings. 24 merchants are participating.
- Lynn Knutson presented the Shop Walk which will take place on August 23. This special day will showcase art in most any form (culinary, visual, fashion, mixology) in the City.

Review Suggested Revisions to Comprehensive Land Use Map 2025; and Action Thereon

Planner Jon Censky outlined the properties that would be added to the Land Use Map as Smart Growth Area (SGA) #19. Property owners present were in agreement with the addition. This area is currently zoned M-2. Because recent development in the area along Pioneer Rd. has been trending toward service/retail uses and away from manufacturing, coupled with the fact that this corner is highly visible makes the area attractive to retail/customer service types of uses.

Dave Krier made a motion to recommend adding SGA #19 to the Land Use Map, Greg Zimmerschied seconded the motion. Motion carried.

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

Coordinator Sheffield received an update from Andy Lampereur, an Education and Activity Center committee member. Local approvals are complete and the parish is waiting for approval from the archdiocese. They should hear from them within the next month. Once that approval is obtained a committee will be formed to oversee the sale of the current school. Coordinator Sheffield informed Saint Francis Borgia that the current school is part of the 2025 Land Use Map as SGA-11 and that the area should be considered for High-Medium Density Residential. Andy Lampereur asked that this information be emailed to him so he can provide it to the committee.

NEW BUSINESS

Discuss Marketing Enhancements; and Action Thereon

Peter Welch stated that he will work to develop social media that can be used to market Cedarburg and the business community. He will bring concept to the next meeting. Chris Smith stated it is important to have this type of cost effective marketing in place.

Identify and Review Blight and Plant Closing Procedures; and Action Thereon

DJ Burns stated the new funding year begins with the state on July 1. The DNR and WEDC are willing to work with communities. He will bring in updated information for the group from these organizations in July.

Identify Future Agenda Items; and Action Thereon

- Highway 60 Business Park
- Parking
- Marketing enhancements – Peter Welch
- DNR information – DJ Burns
- Development Site List
- Mercury Marine Creek Clean-up

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Peter Welch, to adjourn the meeting at 9:28 p.m.
Motion carried.

Mary Sheffield
Secretary

adk