

**ECONOMIC DEVELOPMENT BOARD
July 28, 2015**

**EDB20150728-1
UNAPPROVED**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, July 28, 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 - Council Member Mike O'Keefe, DJ Burns, Mike Ruzika, Peter Welch, Eric Stelter, Greg Zimmerschied (Alt), Lynn Knutson, Jim Pape (arrived at 7:40 p.m.)

Excused - Dave Krier (Alt.)

Also Present - Economic Development Coordinator Mary Sheffield, Council Member Pat Thome, Ann Denk

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.

ELECTION OF VICE CHAIRPERSON; AND ACTION THEREON

A motion was made by Eric Stelter, seconded by DJ Burns, to elect Council Member O'Keefe as Vice Chairperson. Motion carried without a negative vote with Dave Krier excused.

APPROVAL OF MINUTES

Coordinator Sheffield stated that in her June 30, 2015 update the proposed Concord Development is south of Walgreens not north as was initially stated.

Motion was made by Council Member O'Keefe, seconded by Lynn Knutson, to approve the minutes of the June 30, 2015 meeting with the change submitted by Coordinator Sheffield. Motion carried without a negative vote with Dave Krier excused.

Motion was made by Eric Stelter, seconded by Council Member O'Keefe, to approve the minutes of the July 21, 2015 meeting. Motion carried without a negative vote with Dave Krier excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

UNFINISHED BUSINESS

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

- Coordinator Sheffield passed out the Concord Development rendering for the proposed development on the parcel south of Walgreens and stated that the August 3 Conditional Use permit

approval is for a restaurant/multi-tenant building.

- No paperwork has been received to date, but there is interest in obtaining a Conditional Use permit for a possible distillery in the Washington Ave. Shoppes. This request will likely be on the September Plan Commission agenda.
- The Common Council will review higher density for subdivisions at the August 10 meeting.
- New business, Board & Brush has sign approval. The business will be located in the former Kelley's Market location. They are seeking a Class C wine license.
- DeRiah Hair Salon is consolidating to their Mequon location. The space is on the City listing per property owner.
- Joie on Main is looking to relocate from their current space next to the Cultural Center. CCC Director has asked that the space be added to the City listing found on website.
- Bespoken Hair Salon located in the Starbucks building is closing. Owner is retiring. They have been in Cedarburg for eight years. The owner will complete an exit survey.
- Fyndig, new shop behind Sal's Pizza has obtained a sign permit.
- Crossfit Connect (Columbia Center building) and Cedar Palate (red barn near winery) are working to open soon.

Update on Possible Community Development Authority; and Action Thereon

After the presentation by Eric Stelter, the Common Council approved formation of a Community Development Authority at the July 27 meeting. DJ Burns, Eric Stelter and Coordinator Sheffield will work on an ordinance and by-laws for the CDA and bring it back to the Board at the next meeting. Suggestions for CDA Members should be emailed to Coordinator Sheffield prior to August 20. She will email them to Mayor Kinzel for consideration.

Update on Amcast Property; and Action Thereon

DJ Burns recused himself. He gave a brief update stating that he is still waiting for a perspective purchaser agreement from the EPA.

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

Coordinator Sheffield shared an update from Mike LaRosa, chair of the church sales committee. The call for offer period has been extended until August 14. Many of the prospects have indicated that in order to put together a detailed offer/proposal that they would need more time for drawings and plans. There has been a good amount of interest and he expects a good response. Discussion on the rectory being a "contributing building" occurred.

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

Chairperson Welch asked the Board to continue to think of topics for the forum. He submitted the following ideas: Light rail in/through Cedarburg, How to make Cedarburg a center for Technology or Entrepreneurship, Trends and Problems in Demographics such as aging workforce retiring / living, young parents moving in, young grads moving out, Cedarburg/Milwaukee relations.

Eric Stelter suggested a discussion on Competitive Local Exchange Carrier (CLEC) which is providing communication services.

NEW BUSINESS

TIF Tool Development; and Action Thereon

After comments given by Peter Welch and DJ Burns, the Common Council tabled the proposed TIF Policy and Agreement and asked Economic Development Board to put together an acceptable document/roadmap for the website. Mike Ruzicka, Greg Zimmerschied, and Peter Welch will work on a new document with Coordinator Sheffield and bring it back for review at the next meeting.

Greg Zimmerschied recused himself and gave an overview of the TID No. 3 process. A roadmap would be helpful not only for staff and the developer, but also for the Common Council.

Review Economic Development Board Achievements; and Action Thereon

Greg Zimmerschied stated that the hiring of an Economic Development Coordinator and development of the ad hoc Downtown Master Plan recommendations are major achievements. The creation of the Community Development Authority is a more recent achievement.

Consider Investing in Plaques on Buildings in the Historic District and General Beautification; and Action Thereon

The Board discussed whether or not this is part of their responsibility. The Board will continue to consider beautification/marketing projects such as City signage and branding. Eric Stelter suggested a spreadsheet that listed all projects in City, project status and responsible group to keep overlap to a minimum. Jim Pape stated the Historic District is Cedarburg's identity. The Board should continue to support the district to continue its vibrancy and charm.

Consider Economic Development Coordinator Position Contracted Employment; and Action Thereon

Eric Stelter made a motion that the City Attorney review the Economic Development Coordinator employment status. Motion seconded by Greg Zimmerschied. Motion carried without a negative vote with Dave Krier excused. Eric Stelter stated State law indicates a contracted employee should have own business card, phone number, office off site and liability insurance.

Identify Future Agenda Items; and Action Thereon

- Community Development Authority Ordinance and By- Law
- TIF tool / roadmap
- Amcast property
- St. Francis Borgia
- 2016 January Mayor's Forum
- Ad Hoc Downtown Masterplan Recommendation review (Mary)
- ED board vision / projects to champion (Peter)
- Parking Signage/App (Michael O)
- Restrooms (Lynn)
- Light & Water Presentation (DJ)
- School Board demographics (Jim)
- Overall demographic / data (Peter)
- Conditional Use/PUD (DJ Burns)

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The next meeting is scheduled for August 31 at 7:00 p.m.

ADJOURNMENT

Motion was made by Jim Pape, seconded by DJ Burns, to adjourn the meeting at 8:57 p.m. Motion carried without a negative vote with Dave Krier excused.

Mary Sheffield
Secretary

adk