

ECONOMIC DEVELOPMENT BOARD
August 12, 2014

EDB20140812-1
UNAPPROVED

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, August 12, 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, Mike Ruzicka, DJ Burns, Peter Welch, Eric Stelter, Christopher Smith, Jim Pape, David Krier (Alt.)

Excused - Lynn Knutson

Absent - Rebecca Zuba (Alt.) Greg Zimmerschied (Alt.)

Also Present - Economic Development Coordinator Mary Sheffield,
Director of Engineering and Public Works Tom Wiza, Mayor Kip Kinzel,
Council Member Michael O'Keefe, Michael Wirth, Dan Hamager

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 David Krier, seconded by Mike Ruzicka, to approve the minutes of the June 24, 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

- Cedarburg Physical Therapy relocated to south Washington Ave. location.
- Sarah Fitting Photography will be opening in former Cedarburg Physical Therapy location.
- Leap of Faith has reopened in the former Olive & Vinnie's location on Washington Ave.
- Cedar Place Pub is renovating and will be opening in the former TJ Ryan's space. TJ Ryan's closed.
- Pink Llama is moving to the former Stacia's location.
- Studio 6 will relocate to the Settlement.
- Cedarburg Toy Company will move to the former Castle Accounting building.

- LaBudde Group plans to purchase the library in September.
- North Shore Eye Health and Wellness will open soon in the Creekside Professional Building.
- Washington Ave. Shoppes is listed for \$499,900.
- Pioneer/Cardinal Ave. addition to the 2025 Land Use Plan has been approved by the Plan Commission and will go to the Common Council in September. This will be Smart Growth Area #19.
- A Class B liquor license was granted to the Cedarburg Art Museum on 8/11/14. Currently, there are no Class B Liquor licenses available in the City.
- Historic District merchants are open until 8p.m. on Friday evenings. This effort is working as many shops are enjoying an abundance of evening shoppers.
- The Cedarburg Shop Walk is scheduled for August 23. This promotion will celebrate the Art of Life in Cedarburg.

Discuss Marketing Enhancements (Peter Welch); and Action Thereon

Peter Welch is working on an on-line initiative to be called Cedarburg Business Network to connect business leaders, new start-ups, and prospective investors within the City of Cedarburg.

Peter Welch made a motion to move forward with a social media presence working with City staff. The motion was seconded by Chris Smith. Jim Pape also suggested he review concept with the Chamber of Commerce. Motion carried without a negative vote.

Identify and Review Blight and Plant Closing Procedures (DJ Burns); and Action Thereon

DJ Burns will bring the Board new grant information once it is available, which is usually September.

NEW BUSINESS

Update on Highway 60 Business Park (Director Wiza); and Action Thereon

Director Wiza reviewed the details on TID #2 and the proposed business park. It has been challenging from the start. There are several barriers to the residential development at this time and this is needed to cover the high cost of utilities for the project. City staff will determine the correct course of action for TID #2.

Discuss Parking in Downtown Area; and Action Thereon

The Board discussed parking structures, and the possibility of a parking survey. City Administrator/Treasurer Mertes has requested survey information from a consultant. It was suggested a student who is studying planning may be able to do some type of study.

Identify and Review a Development Site List; and Action Thereon

Planner Censky asked that the list of SGA sites be given to the group. Most of the development sites are on this list. The list will be discussed at the next meeting.

Update on Mercury Marine Cedar Creek Cleanup; and Action Thereon

Mayor Kinzel updated the group stating the clean-up is actively moving forward and that it is scheduled for next year. The clean-up will be done in two phases. Great Lakes Legacy will offer matching funds to

improve the fishery and beautify the area for residents. Cedar Creek Park will benefit from the clean-up.

Identify Future Agenda Items, and Action Thereon

- Review SGA sites regarding development to include the St. John Avenue site
- Cedarburg Business Network – Peter Welch
- SGA 19 marketing

The Board will not meet on August 26, 2014. The next meeting is scheduled for September 16.

ADJOURNMENT

Motion was made by Chris Smith, seconded by Peter Welch, to adjourn the meeting at 8:55 p.m. Motion carried.

Mary Sheffield
Secretary

adk