

**ECONOMIC DEVELOPMENT BOARD  
September 29, 2015**

**EDB20150929-1  
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, September 29, 2015 at 7:30 p.m. at City Hall, W63 N645 Washington Avenue, lower level, Room 2.

The meeting was called to order by Chairperson Peter Welch at 7:30 p.m.

Roll Call: Present - Peter Welch, Eric Stelter, Greg Zimmerschied (Alt), DJ Burns, Joe Kassander, Lynn Knutson

Excused - Jim Pape, Dave Krier (Alt), Council Member Mike O'Keefe, Mike Ruzicka, Michael Pahl

Also Present - Economic Development Coordinator Mary Sheffield, Light & Water General Manager Dale Lythjohan, Denise Seyfer, Town News Today, Ann Denk, Council Member Jack Arnett (arrived at 9:00 p.m.)

**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.

**APPROVAL OF MINUTES**

Motion made by Greg Zimmerschied, seconded by DJ Burns, to approve the August 25, 2015 meeting minutes. Motion carried without a negative vote with Council Member O'Keefe, Jim Pape, Dave Krier (Alt.), Mike Ruzicka and Michael Pahl excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS** - None

**PRESENTATION**

**Presentation by Light & Water General Manager Dale Lythjohan on usage**

General Manager Lythjohan presented current and historical usage of electricity and water as it relates to industrial/business use and economic development.

**UNFINISHED BUSINESS**

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

- A nail salon will be opening at the former Commerce State Bank Location
- Paloma Product Marketing, software distribution and support, will open mid-November across from Harris Bank on Columbia Rd.

- Ozaukee Economic Development hosted their annual awards breakfast on September 24. Port Washington State Bank, Techterior and the Feed Bag were award winners.
- The State of the County address takes place at the Ozaukee Pavilion on September 30 at 6:30 p.m.
- Wine & Harvest Festival was a success although Lynn Knutson mentioned there was not as much traffic inside the shops possibly because the weather was good.
- Oktoberfest is scheduled for October 10 and 11.

**Review Ad Hoc Downtown Master Plan Recommendation; and Action Thereon**

Chairperson Welch stated he read through the document and agrees with recommendations but would like to see back-up documentation as to how the recommendations were developed.

Greg Zimmerschied explained the thought process by the ad hoc Committee behind the recommendations: Historic building appeal, encouraging more residential living space close to downtown, and continuing to make downtown attractive to visitors as well as residents.

Peter Welch questioned if people living near the downtown really increases their use of the downtown. Greg Zimmerschied stated the ad hoc Committee took a common sense approach to developing the recommendations. Coordinator Sheffield commented that Planner Censky referenced Planning 101, which encourages residential living near a downtown.

Peter Welch stated he did not approve of using a common sense approach to developing recommendations. Greg Zimmerschied stated if we do not use the combined knowledge of the Board and City staff, what can we use to develop recommendations? Coordinator Sheffield stated the object of looking at the document was to give the new people on the Board an opportunity to review it.

Eric Stelter stated the ad hoc Committee also used the Blue Ribbon Visioning document as a tool for recommendations. He also stated it is the people in the community that impact City development. Peter Welch would still like the recommendations to be quantified, and suggested placing the document back on the next month's agenda.

Greg Zimmerschied stated that City standards need to be kept high and the City should invest more in the historic downtown. Being business friendly should not mean that City standards should be lower. There should be a set of design review guidelines for developers stated Eric Stelter. This would assist with keeping City standards high.

Lynn Knutson stated beautification and signage in the other cities is much better than Cedarburg. There should be a focus on this. Coordinator Sheffield commented that there is not anyone in particular looking at directional/City entrance signage. This group could take on that role.

Coordinator Sheffield encouraged the group to take on one or two projects per year and focus on them so that they occur.

DJ Burns stated Cedarburg should be a historical City with modern conveniences.

Greg Zimmerschied suggested a project review would be a good idea to see if the investment made in the project actually gave the return (Creekwalk and City streetscape).

BID was briefly discussed as a way to fund improvements to downtown.

**Discuss the Vision and Future Projects for the Economic Development Board; and Action Thereon**

Peter Welch asked each member to bring a project/vision for the Economic Development Board to the next meeting. Coordinator Sheffield passed out previous minutes that reflected some of the visioning/projects the Board had previously considered.

**Discuss Overall Demographic Data for the City; and Action Thereon**

Coordinator Sheffield handed out Community Profiles from Ozaukee County. She will also email out the profiles and look into the possibility of using Drop Box as suggested by Eric Stelter.

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

Coordinator Sheffield stated that Mayor Kinzel has 20 applicants for the CDA and hopes to make appointments at the October 12 or October 26 Common Council meeting.

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

DJ Burns recused himself and stated he spoke with an attorney today; he is working through the perspective purchaser agreement with the EPA to pave the way for acquisition.

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

Eric Stelter stated that there is nothing formalized, but he has seen three of the prospective projects and it is all based on density and values of \$13 to \$16 million. He believes the City should have more say in what is placed at the site.

Coordinator Sheffield gave an update that she received from Mike LaRosa, Chair of the Parish Sales Committee last week. The parish received six to seven good offers. Offers were reviewed and pared down. Those remaining offers are now in review with parish and archdiocese attorneys. A selection will be made in the near future and the developer will then be contacting City staff.

Eric Stelter suggested the City engage the CDA to purchase the property so the City has full control.

Lynn Knutson asked about whether or not retail is part of the plan. Coordinator Sheffield stated the Smart Growth Plan called for medium to high density residential.

Eric Stelter asked Council Member Arnett, if the Council was asked to bond to purchase the property, what might their reaction be to the question. Council Member Arnett felt it would be a struggle to justify.

DJ Burns suggested the Economic Development Board recommend the CDA interject itself to be sure the development is at its highest and best use. Eric Stelter asked how this could be communicated to the Mayor. Do we need a special Council meeting?

Greg Zimmerschied stated this is where uniform design standards would be beneficial. Coordinator Sheffield stated this Board would have an opportunity to weigh in on the proposed project at Plan Commission.

Chairperson Welch made a motion to ask the Mayor to reach out to St. Francis Borgia to dialog about options for the site that will compliment the historical downtown.

Greg Zimmerschied stated the Board can give opinion at Plan Commission once the project comes forward. Coordinator Sheffield mentioned a letter the Mayor gave to SFB for use with developers and believes SFB is too far along to interrupt the process. She agreed with Greg Zimmerschied's comment on the Board expressing opinion on the project either positively or negatively at Plan Commission once the proposed project comes forward.

The motion was seconded by Eric Stelter. Motion carried without a negative vote with Jim Pape, Dave Krier (Alt), Council Member O'Keefe, Mike Ruzicka and Michael Pahl excused.

**Review TID roadmap/tool; and action thereon**

Coordinator Sheffield will place approved TID information on website.

**Planning discussion for January 2016 Mayor's Forum; and action thereon**

Peter Welch, Joe Kassander and Coordinator Sheffield met during the month to outline the forum. Peter Welch stated there will be a panel consisting of representatives from Workforce Development, Cedarburg High School, Milwaukee Area Technical College and Concordia University, to discuss community resources for an employee pipeline.

**NEW BUSINESS**

**Discuss Smart Growth Overview; and Action Thereon**

Postpone until next month. Coordinator Sheffield mentioned that Joe Kassander created a Smart Growth Area map that has more detail. She also mentioned that an updated traffic count will be placed on the website. According to the DOT website, 18,200 vehicles pass per day at Washington Avenue and Columbia Road.

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

- School Board presentation on demographics
- Smart Growth overview
- Ad Hoc Downtown Master Plan Recommendations
- CDA Update
- Amcast Update
- St. Francis Borgia update
- 2016 Mayor's Forum
- Future ED Board Project and Direction by each board member

The next meeting is scheduled for October 27 at 7:00 p.m.

**ADJOURNMENT**

Motion was made by Eric Stelter, seconded by DJ Burns, to adjourn the meeting at 9:35 p.m. Motion carried negative vote with Jim Pape, Dave Krier (Alt), Council Member O'Keefe, Mike Ruzicka and Michael Pahl excused.

Mary Sheffield  
Secretary

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