

ECONOMIC DEVELOPMENT BOARD
January 27, 2015

EDB20150127-1
UNAPPROVED

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Tuesday, January 27, 2015 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, Christopher Smith, Peter Welch, Eric Stelter, David Krier (Alt.), Lynn Knutson, Greg Zimmerschied (Alt.)

Excused: Mike Ruzicka, Jim Pape, DJ Burns

Also Present: Economic Development Coordinator Mary Sheffield, Council Member Patricia Thome, City Administrator Christy Mertes, Director of Parks and Recreation Mikko Hilvo, City Attorneys Michael Herbrand and Tim Schoonenberg

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 December 9, 2014 meeting. Motion carried without a negative vote with Mike Ruzicka, Jim Pape and DJ Burns excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

PRESENTATION

Project Updates from Parks, Recreation & Forestry Director Mikko Hilvo; and Action Thereon – Director Hilvo handed out a document titled “How Cities Use Parks for Economic Development”. He discussed the following projects and priorities for his department:

- Indoor sports complex which could be a possible public/private opportunity and greatly increase visitors to the area.
- Outdoor sports complex. Both types of complexes would require additional hotel rooms. A unique hotel design is preferred.
- Public Art Committee will meet this week. Director Hilvo will chair the committee with focus on adding art to Cedarburg, including parks.
- Director Hilvo also reminded the Board of the City Hall Plaza drawing as the Board requested several years ago and asked the Board to continue to keep these types of projects in mind for funding and development.

UNFINISHED BUSINESS

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

- The Corner Closet will relocate to the former Ron's Floral Expression space.
- Dovecote will move into the Corner Closet space.
- Miss Molly's Catering will open in the former Grill on the Go location.
- LaBudde Group plans relocation into the former library sometime in May
- Tourism, Promotion, and Development asked that several Historic Downtown directional signs be added to Washington Ave.
- Winter Festival is scheduled for February 21 and 22.
- Cedarburg night at the Admiral's game is February 8. The event will support the Cedarburg Education Foundation.
- The Board reviewed the Downtown Promotion article which discussed downtown trends for 2015.

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

Coordinator Sheffield reported that Mike LaRosa, Chairman of the School Sales Committee, requested a letter from the Mayor. The letter invites developers to consider the St. Francis Borgia site for possible development.

Update on Possible Community Development Authority; and Action Thereon

City Attorney Herbrand reviewed a letter which outlined a Housing Authority or Community Development Authority, as well as a Not-For-Profit Corporation.

Council Member Radtke made a motion to have City Administrator Mertes and Attorney Herbrand research development and operational expenses of a Community Development Authority with the assistance of Ehlers, assuming there are no costs associated with this research. Motion was seconded by Greg Zimmerschied. Motion carried without a negative with Mike Ruzicka, Jim Pape and DJ Burns excused.

Planning Discussion for 2015 Mayor's Forum; and Action Thereon

Peter Welch made a motion to consider May 7, 2015 for the next Forum pending there are no major conflicts. Eric Stelter seconded the motion. Motion carried without a negative vote with Mike Ruzicka, Jim Pape and DJ Burns excused.

Holding the Forum twice a year was discussed with the second date sometime in January. Coordinator Sheffield will confirm dates.

NEW BUSINESS

Update on Amcast property; and Action Thereon

Chairman Radtke stated that DJ Burns continues to work on this project and that an environmental attorney is involved.

Discuss Private/Public Property Street Vendors in the Historic District; and Action Thereon

Greg Zimmerschied asked the Board to weigh in on vendors especially food truck as this type of vendor is taking away business from Cedarburg's restaurant businesses. Discussion centered on the permit that must be taken out and the parameters of the permit. Coordinator Sheffield was asked to bring copy of the Direct Sellers permit to the next meeting for review.

Review New Band Shell and Vendor Stall Plan for Cedar Creek Park; and Action Thereon

Director Hilvo reviewed plans for the new band shell. The funding will be primarily from the Rotary and private donors. The band shell plan is on the February 2 Plan Commission agenda for public consideration. Greg Zimmerschied expressed the desire to have had more public design input prior to this point since it is a public building. Concern over the vendor stalls blocking the park view was stated by several members. Gratitude was expressed towards the Rotary for taking the lead role in development and funding of the project.

Identify Future Agenda Items; and Action Thereon

The next meeting is scheduled for February 24th at 7pm.

- Amcast Update
- Community Development Authority Update
- Review of Direct Seller's Permit
- Mayor Forum planning
- St. Francis Borgia update

ADJOURNMENT

Motion was made by Christopher Smith, seconded by Council Member Radtke, to adjourn the meeting at 8:57 p.m. Motion carried without a negative vote with Mike Ruzicka, Jim Pape, and DJ Burns excused.

Mary Sheffield
Secretary

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