

**CITY OF CEDARBURG  
ECONOMIC DEVELOPMENT BOARD  
August 4, 2021**

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, will be held on Wednesday, August 4, 2021 at **9:00 a.m.**, City Hall, W63N645 Washington Avenue, second floor, Council Chambers. This meeting will also be available to attend online utilizing the [zoom](#) app. Information on how to access the meeting is attached to the meeting agenda or can be requested by emailing: [mhilvo@ci.cedarburg.wi.us](mailto:mhilvo@ci.cedarburg.wi.us)

AGENDA

1. CALL TO ORDER                      Chairperson Kristin Burkart
2. ROLL CALL: Present:              Council Member Kristin Burkart, Eric Stelter, DJ Burns, Michael Pahl, Sara Dunstone, Greg Zimmerschied, Brett Krzykowski, Alex Uhan, Maggie Dobson (non-voting member)  
  
                                         Also Present:      City Administrator Mikko Hilvo
3. STATEMENT OF PUBLIC NOTICE
- \* 4. APPROVAL OF MINUTES – July 14, 2021
5. COMMENTS & SUGGESTIONS FROM CITIZENS\*\* Comments from citizens on a listed agenda item will be taken when the item is addressed by the Board. At this time individuals can speak on any topic not on the agenda for up to 5 minutes, time extensions at the discretion of the Chairperson. No action can be taken on items not listed except as a possible referral to committees, individuals or a future Economic Development Board agenda item.
6. REPORTS
  - A. City Administrator Mikko Hilvo
    1. Brand Strengthening
    2. Beautification
    3. Social Media
    4. Business Attraction and Recruitment
  - B. Council Member Kristin Burkart
7. UNFINISHED BUSINESS
  - A. Discuss branding initiative; and action thereon
    - Downtown Directional Signs
  - B. Discuss broadband initiatives; and action thereon

- C. Discuss Visit Cedarburg website; and action thereon
- D. Discuss potential use of American Rescue Plan Funds (ARP) for economic development and tourism; and action thereon

8. NEW BUSINESS

- A. Presentation on the Tourism, Promotion and Development Committee (TP&D)
- B. Discuss new Economic Development programs and ideas; and action thereon
- C. Identify future agenda items and confirm next meeting date (September 1, 2021 at 9:00 a.m.); and action thereon

9. ADJOURNMENT

\* *Information attached for Board members; available through the City Clerk's office.*

City of Cedarburg is an affirmative action and equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. City of Cedarburg is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.

To request reasonable accommodation, contact the Clerk's Office, (262) 375-7606, email: [cityhall@ci.cedarburg.wi.us](mailto:cityhall@ci.cedarburg.wi.us).

MEMBERS – PLEASE NOTIFY CITY CLERK'S OFFICE IF  
UNABLE TO ATTEND THIS MEETING.

07/26/21 adk



## **CITY OF CEDARBURG PUBLIC MEETING POLICY DURING COVID-19**

The City of Cedarburg will begin utilizing [zoom](#), an online meeting tool, to conduct City meetings. This includes all public meetings. We are cancelling all non-essential meetings and limiting agenda items but there are items that do require decisions to be made so that projects throughout the City can continue or get completed in a timely manner. We will continue to adhere to open meeting laws as set forth by the State of Wisconsin.



Most recently the Wisconsin Department of Justice issued an advisory on March 16, 2020, addressing this issue and stating that: "Governmental bodies typically can meet their open meetings obligations, while practicing social distancing to help protect public health, by conducting meetings via telephone conference calls if the public is provided with an effective way to monitor such calls (such as public distribution, at least 24 hours in advance, of dial-in information for a conference call)." The advisory emphasizes that "When an open meeting is held by teleconference or video conference, the public must have a means of monitoring the meeting. DOJ concludes that, under the present circumstances, a governmental body will typically be able to meet this obligation by providing the public with information (in accordance with notice requirements) for joining the meeting remotely, even if there is no central location at which the public can convene for the meeting.

## **CITY OF CEDARBURG MEETING PROCEDURES DURING COVID-19 FOR PUBLIC**

To download [zoom](#) on your mobile device, click on one of the following:



Here are the procedures for public to be able to view a meeting live through [zoom](#).

1. Contact the City Administrator, Mikko Hilvo, 2 hours in advance of the meeting you wish to attend via [zoom](#) by emailing him at [mhilvo@ci.cedarburg.wi.us](mailto:mhilvo@ci.cedarburg.wi.us).
2. In your email Subject line please put down the meeting that you wish to attend (example: Common Council Meeting on 3-30-20 at 7:00pm).
3. Provide your Name, Address, Email, Phone Number to him via email with a request to join the meeting.
4. You will receive an invite to the meeting via email. Click on the invite prior to the meeting being held. The meeting will be open 10 minutes prior to the scheduled meeting start time so you can check your microphone and camera setup.
5. All public participants will have their microphone muted.
6. If, during public comment, anyone wishes to talk they should request to do so through the chat feature or by using the "hand" to wave at the meeting organizer. The administrator of the meeting will unmute you at the appropriate time and ask you to make your comments.

If you are unable to utilize a computer, iPad, or tablet to view the meeting you can call or email ahead of time and a phone number will be given to you to call in on. If you do call in, we ask that you put your phone on mute when you are not talking. If you need an agenda, we can email one to you.

Contact Info: Mikko Hilvo, City Administrator, [mhilvo@ci.cedarburg.wi.us](mailto:mhilvo@ci.cedarburg.wi.us), (262) 375-7917.



## **CITY OF CEDARBURG MEETING PROCEDURES DURING COVID-19 – FOR STAFF & BOARD MEMBERS**

The City of Cedarburg will be utilizing the [zoom](#) app to hold public meetings starting March 23, 2020 until April 30, 2020. All meetings will adhere to Wisconsin Open Meetings Law. The [zoom](#) app provides an option for the public to join the meeting via computer, iPad, tablet, or phone. Meetings will also be recorded and made available through our Clerks office for viewing at a later time.

Here are the procedures for staff and board members to utilize [zoom](#).

1. The City Administrator, Mikko Hilvo, will email a meeting invite to each staff and board member 24 hours prior to the meeting.
2. If another staff member, council member, or presenter needs access to the meeting and the ability to discuss an item they should request to get a meeting invite by emailing [mhilvo@ci.cedarburg.wi.us](mailto:mhilvo@ci.cedarburg.wi.us) at minimum 6 hours prior to the meeting.
3. In your email Subject line please put down the meeting that you wish to attend. (Example: Common Council Meeting on 3-30-20 at 7:00pm)
4. Provide your Name, Address, Email, Phone Number and reason for attending the meeting to the administrator.
5. All agendas and documents that need to be shared during the meeting will be sent to members ahead of time and also provided electronically to the meeting organizer (City Administrator).
6. All meetings will be open 10 minutes prior to the scheduled meeting start time so you can check your microphone and camera setup.
7. All staff and/or board members will have their microphones on unless they mute it themselves. All public participants will have their microphone muted except during public comments or if they use the chat feature asking the administrator for permission to speak.
8. All Votes will be done through roll call.

If you are unable to utilize a computer, iPad, or tablet to participate in the meeting you can call or email ahead of time and a phone number will be given to you to call in on. If you do call in, we ask that you put your phone on mute when you are not talking. If you need an agenda, it can be emailed to you.

Contact Info: Mikko Hilvo, City Administrator, [mhilvo@ci.cedarburg.wi.us](mailto:mhilvo@ci.cedarburg.wi.us), (262) 375-7917.