A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, January 25, 2017 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Peter Welch at 7:00 p.m.

Roll Call: Present -   Peter Welch, Greg Zimmerschied, Joe Kassander, Eric Stelter, DJ Burns, Lynn Knutson, Michael Pahl (arrived at 7:15 p.m.)

                Excused -   Council Member Patricia Thome, Jim Pape

        Also Present -   Economic Development Coordinator Mary Sheffield, Executive Director of the Chamber of Commerce Jennifer Andreas

STATEMENT OF PUBLIC NOTICE

Peter 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 Eric Stelter, to approve the November 30, 2016 minutes. Motion carried without a negative vote with Council Member Thome and Jim Pape excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Sheffield

- Retail shop Urbanite, located behind Sal's Pizza will close in January. The shop was a pop-up business with a short term lease. The space is currently for lease.
- Per the shop owner, Things of Interest, located in the historic district, will close. A new business with the same retail concept has leased the space.
- The Formart property on Cardinal Avenue and Pioneer Road has been sold to Kettle Moraine Appliance. Kettle Moraine Appliance will renovate the property and relocate into the much larger and more visible retail space. This property is part of Smart Growth Area 19.
- Charlies Hometown Car Care has purchased a property north of its current location in the Town of Cedarburg.
- Robin Dvorak has opened Robin's Paper Studio and will be open by appointment only.

UNFINISHED BUSINESS

Review Project Sub-Committees; and Action Thereon

Branding; Lynn Knutson reported the Committee took a field trip to Lake Bluff, IL. Lake Bluff is about

half the size of the City of Cedarburg. They utilized North Star and have been very happy with the brand strengthening that has occurred in the last several years, due to the consultant's recommendations. The City Administrator commented that Lake Bluff already had a strong brand with a vibrant downtown and exceptional housing, but felt they needed to differentiate themselves from other high profile communities located on the North Shore. Lake Bluff currently utilizes their enhanced brand to assist with strategic planning and always asks - does the plan support the brand? He also mentioned Lake Forest, IL is working on brand strengthening. The consultant cost to Lake Bluff several years ago was $65,000. A new estimate for a similar consulting package is approximately $90,000. Mike Pahl stated that he liked the consultant's dedication to highlighting the truth about the community. Metrics considered by the consultant include housing, tourism and business attraction. Lake Bluff metrics were already good, but the community will relook at metrics to see if they have improved with implementation of brand strengthening.

Greg Zimmerschied moved that the Project Committee go on to further look at brand strengthening and explore funding sources for this type of consulting. Lynn Knutson seconded the motion. DJ Burns stated this effort is good for economic development.

External Communication: Coordinator Sheffield mentioned that good communication and synergy occurs at the Tourism, Promotion and Development Committee monthly meetings. Many organizations are represented at this meeting. Greg Zimmerschied stated that the Lake Bluff, IL Chamber holds monthly meetings and asks the City Administrator to present an update. Chamber Executive Director Jennifer Andreas and Coordinator Sheffield will follow-up on the possibility of this type of a meeting.

Beautification: The committee met and Joe Kassander stated the following:
Joe Kassander obtained three quotes to paint 36 trash cans. The best quotation is $285 per can.

Joe Kassander moved to ask the Common Council to reconsider painting the garbage cans this winter at the revised cost of $285 per can. Eric Stelter seconded the motion. Coordinator Sheffield will give City Engineer Wiza the quotation for review. Motion carried without a negative vote with Council Member Thome and Jim Pape excused.

Joe Kassander reviewed the City ordinance pertaining to keeping sidewalks clear of trees and brush to improve walkability. Coordinator Sheffield suggested a meeting with City Forester Westphal to discuss.

Joe Kassander also reviewed the City ordinance pertaining to keeping sidewalks clear of snow and ice. Coordinator Sheffield will set up a meeting with City Engineer Wiza and the Beautification Committee to review the ordinance and discuss enforcement.

Business Opportunities: No report

Government/Regulatory: No report

Update on Dams (Peter Welch); and Action Thereon
Peter Welch continues to work on a time to meet with the Milwaukee area DNR group and State Representatives regarding dams. Coordinator Sheffield will set up a meeting with City Engineer Wiza and Chairperson Welch for an update.

Discuss Mayor's Forum; and Action Thereon

Coordinator Sheffield passed out the outline and invitation to the Mayor's Business Forum on February 23, 2017. The panel presentation is titled "Stronger When We Work Together" featuring Summer Sounds, Cedarburg Chamber of Commerce, Festivals of Cedarburg, and the Cedarburg Cultural Center.

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon
- Update on dams (Peter Welch)
- ED Board Projects

The next meeting is scheduled for Wednesday, February 22, 2017 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Eric Stelter, to adjourn the meeting at 8:40 p.m. Motion carried without a negative vote with Council Member Thome and Jim Paper excused.

                                             Mary Sheffield
                                             Economic Development Coordinator

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