

ECONOMIC DEVELOPMENT BOARD
July 26, 2017

EDB20170726-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, July 26, 2017 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 Jack Arnett at 7:00 p.m.

Roll Call: Present - Greg Zimmerschied, Joe Kassander, Eric Stelter, Michael Pahl, Council Member Jack Arnett, Jim Pape, Lynn Knutson

Excused - DJ Burns, Mike Groth

Also Present - Economic Development Coordinator Mary Sheffield
Alison Henderson, News Graphic

STATEMENT OF PUBLIC NOTICE

Council Member / Chair Arnett acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law.

APPROVAL OF MINUTES

Eric Stelter stated that he nominated Joe Kassander for Vice Chair.

Motion made by Eric Stelter, seconded by Mike Pahl, to approve the June 28, 2017 minutes as corrected. Motion carried unanimously with DJ Burns and Mike Groth excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Sheffield

Economic Development Coordinator Sheffield reported:

- LaTulipe floral shop ribbon cutting was held earlier today. Coordinator Sheffield encouraged the Board members to stop in the new business and welcome LaTulipe to Cedarburg.
- Handen Distillery plans to open prior to Wine and Harvest Festival.
- New restaurant, Brandywine, is receiving good press. They plan to open prior to the end of the year.
- Easy Street Bar closed.
- Hotel consultant expressed that it may be more difficult to attract a hotel on Pioneer Rd., due to the new Town Place Suites being built in Grafton. Jim Pape stated a hotel in the historic district would be detrimental to the current Inns.
- New Cedarburg video that was funded by the Tourism, Promotion and Development group has been released. Coordinator Sheffield will email it to the Board members.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; And Action Thereon

Brand Strengthening: Twenty-two consultants have requested the RFP. Proposals are due mid-August to the steering committee.

External Communication: No Report

Beautification: Council Member Arnett has discussed tree trimming with City.

Business Opportunities: Jim Pape stated Foxconn may offer a ripple effect in Cedarburg.

Government/Regulatory: No Report

Discuss Highway 60 Development; and Action Thereon

Chairperson Arnett will add this topic to an upcoming Council agenda for discussion on the next steps regarding utilities, marketing and overall vision for the business park.

Discuss Vision of What Type of Development is Preferred in Cedarburg; and Action Thereon

Jim Pape passed out *A Vision for Cedarburg* document taken from the 2002 Blue Ribbon Visioning Committee. Greg Zimmerschied reviewed his document from the June meeting asking the Board to consider development parameters to be added to the Smart Growth areas to ensure the look and feel of Cedarburg is maintained.

Discuss Possibility of a Business Improvement District; and Action Thereon

This topic will be discussed at the August meeting.

Discuss Creek Walk; and Action Thereon

Coordinator Sheffield will email the ad hoc Cedar Creek Walkway Committee minutes and map for discussion in August.

NEW BUSINESS

Consider Statement on Dams; and Action Thereon

No statement developed. The Board requested updates from time-to-time.

Discuss a Walking Tour; and Action Thereon

Council Member Arnett shared an article that was in the Milwaukee Journal Sentinel in June about a Milwaukee building walking tour on an app. He questioned whether this could be done in Cedarburg? Coordinator Sheffield will email the article to the members.

Identify Future Agenda Items; and Action Thereon

- Review project sub – committee list
- Highway 60 development
- Vision of what type of development is preferred in Cedarburg (Greg Zimmerschied)

ECONOMIC DEVELOPMENT BOARD
July 26, 2017

EDB20170726-3
UNAPPROVED

- BID
- Creek Walk

The next meeting will be held on Wednesday, August 30, 2017 at 7:00 p.m.

ADJOURNMENT

Motion was made by Jim Pape, seconded by Joe Kassander, to adjourn the meeting at 8:55 p.m. Motion carried unanimously with DJ Burns and Mike Groth excused.

Mary Sheffield
Economic Development Coordinator

adk