

ECONOMIC DEVELOPMENT BOARD
May 31, 2017

EDB20170531-1
UNAPPROVED

A regular meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, May 31, 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, Mike Groth
Council Member Jack Arnett, DJ Burns

Excused: Jim Pape, Lynn Knutson

Also Present: Economic Development Coordinator, Mary Sheffield

STATEMENT OF PUBLIC NOTICE

Council Member Arnett 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 Eric Stelter, seconded by DJ Burns, to approve the April 26, 2017 minutes. Motion carried without a negative vote with Jim Pape and Lynn Knutson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS

Mike Groth introduced himself as the newest Board Member. Council Member Arnett gave some background on himself as he was recently appointed Council Member on the Board. The Board mission statement was reviewed for new members.

REPORTS

Economic Development Coordinator Sheffield

Economic Development Coordinator Sheffield reported:

- FRILL is closing. The Santa Fe Shop will open prior to Strawberry Festival in this location.
- Las Fajitas closed.
- A Tourist Rooming House is seeking a Conditional Use permit in the Historic District at the June 5 Plan Commission meeting.
- The new owners of the former Chamber building will be seeking Landmarks Commission approval for a new kitchen build-out at the June 8 meeting.
- The Assisted Living Facility near Lasata hopes to break ground next month.
- The HSI apartment proposal will seek architecture review at the Common Council meeting in June.

- The Tourism, Promotion, Development group is funding a three minute marketing video to be used by any interested group. The video may be introduced at Strawberry Festival.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Greg Zimmerschied suggested the list of projects be reviewed at the next meeting.

Branding: Greg Zimmerschied reported the initial steering committee meeting will occur on June 13. He suggested the sub-committee give an informal presentation of what was learned from the project research to the Steering Committee on the 13th. Council Member Arnett will be the Steering Committee representative for the City.

External Communication: Coordinator Sheffield stated that the communication between groups has improved. Several groups are part of Tourism, Promotion and Development and updates by each group are common. Chamber Director Andreas has also been instrumental in an effort to improve communication with not-for-profit groups to prevent duplication. Council Member Arnett asked that the Economic Development Board agenda be sent to these groups.

Beautification: Joe Kassander stated that the Beautification Project Committee should continue. He will forward more ideas.

Business Opportunities: Mike Pahl asked if a layout of a business park for Highway 60 is available. He also asked if the property was being proactively marketed. Council Member Arnett commented that a sign might be a good idea on the City-owned property. Coordinator Sheffield will get a utility update from Director Wiza. The Highway 60 Development should be an agenda item on its own.

Government/Regulatory: No report

Update on Dams; and Action Thereon

Coordinator Sheffield updated the Board on a meeting that was held in May with the DNR, Director Wiza, Mayor Kinzel and Council Member Czarnecki. Director Wiza felt that the DNR would be more open to alternative spillway designs to meet NR333. They offered the City a one year extension and mentioned a grant possibility to assist with costs. Several members of the Board requested Coordinator Sheffield to set up a meeting to further discuss the DNR/City meeting with Director Wiza, Mayor Kinzel and Council Member Czarnecki.

NEW BUSINESS

Discuss and Review the Economic Development Board Budget and Revenue; and Action Thereon

Motion made by Eric Stelter to ask that \$15,000 be allotted for the Economic Development Board in the 2018 City budget. Mike Pahl seconded the motion. Council Member Arnett suggested examples of how this might be spent to be included with the budget request.

Discuss Cost Savings Ideas; and Action Thereon

DJ burns stated there might be different ways of procuring items that could save the City money.

Review and Certify Code of Ethics; and Action Thereon

The Economic Development Board reviewed and certified the Code of Ethics.

Identify Future Agenda Items; and Action Thereon

- Elect a Vice-Chairman
- Review project sub-committees
- Highway 60 development
- Vision of what type of development is preferred in Cedarburg (Greg)
- Business Improvement District possibility
- Creek Walk
- Board Budget request

The next meeting is scheduled for Wednesday, June 28, 2017 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Eric Stelter, to adjourn the meeting at 8:55 p.m.
Motion carried without a negative vote with Jim Pape and Lynn Knutson excused.

Mary Sheffield
Economic Development Coordinator

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