

**ECONOMIC DEVELOPMENT BOARD**  
**March 29, 2017**

**EDB20170329-1**  
**UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, March 29, 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 Thome at 7:00 p.m.

Roll Call:                    Present -    Council Member Patricia Thome, Greg Zimmerschied, Joe Kassander, Jim Pape, Eric Stelter, Lynn Knutson, Michael Pahl (arrived at 7:20 p.m.)

Excused -    DJ Burns

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

**STATEMENT OF PUBLIC NOTICE**

Council Member Thome 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 Joe Kassander, to approve the January 25, 2017 minutes. Motion carried without a negative vote with DJ Burns excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS** – None

**REPORTS**

Economic Development Coordinator Sheffield reported:

- The Chamber of Commerce will host a ribbon cutting at The Shinery on Friday, March 31 at 4 pm.
- The Common Council voted unanimously to approve the amendment to the Comprehensive Land Use Plan – 2025 and the rezoning's of the St. Francis Borgia properties to allow HSI to proceed to the next step of their proposed apartment project.
- Scott and Weil Pump along with Karak Machine Corp. were purchased by WILO USA. Wilo is a \$1.5 billion turnover pump company with headquarters in Dortmund, Germany and operations in 60 countries worldwide. The Wilo USA headquarters are located in Rosemont, IL.
- There continues to be interest in building a hotel in Cedarburg. The former Formart site, a suggested hotel location, is no longer available as that property was purchased and is being redeveloped by Kettle Moraine Appliance. Pioneer Road and Highway 60 are of current interest as possible hotel locations. The interested franchise had an investor drop out, but still has significant interest. They will continue to look for investors. The hotel consultant is updating the study to include Grafton's new Town Place Suites.
- Approximately 50 business owners were in attendance at the February 23 Mayor's Business Forum.

- Ozaukee Economic Development will host their annual Outreach event on April 5 at Shully's.

## **UNFINISHED BUSINESS**

### **Review Project Sub-Committees; and Action Thereon**

**Branding:** Coordinator Sheffield passed out a Brand Strengthening information sheet. Greg Zimmerschied stated the project committee felt obtaining six organizations interested in funding brand strengthening for the community vs. one organization is the best way to fund. He reported that if the City becomes the sixth organization, then the initiative is fully funded. Other interested groups include arts/culture, preservation, corporate, school district, and possibly Light & Water if the City has interest. The project committee is pleased to have this group of interested sponsors. Chamber Director, Jennifer Andreas stated she feels the market research that this type of initiative brings forward is invaluable as well as having these six groups collaborating around the same table to make a major investment in Cedarburg. With her background in working with the Girl Scout organization, she recognizes the importance of a cohesive brand strategy. The group plans to present the initiative to the Common Council on April 24 and ask for a \$15,000 investment into the brand strengthening initiative split between 2017 and 2018.

**External Communication:** No report

**Beautification:** Jim Pape reported that Tourism, Promotion, and Development will fund refurbishing 10 trash cans to total no more than \$3,000. Twenty-six cans remain for possible inclusion in the 2018 City budget. Joe Kassander presented snow removal ideas to Public Works and met with Director of Parks and Recreation Mikko Hilvo regarding tree trimming.

**Business Opportunities:** Mike Pahl asked about the hotel being built on Highway 60. Coordinator Sheffield mentioned she had given a hotel franchise Highway 60 property owner contact information.

**Government/Regulatory:** No report

### **Update on dams; and Action Thereon**

Peter Welch advised Coordinator Sheffield that he would transition work on dams to whoever would like to take over. A DNR representative is ready to meet with Peter's replacement. Greg Zimmerschied had a recent conversation with Mayor Kinzel and was asked by the Mayor to hold off on this initiative. Council Member Thome asked that Director Wiza be included in any discussion that occurs on this topic. Greg Zimmerschied requested that the dams be included on next month's agenda.

### **Update on Food Truck Ordinance**

Coordinator Sheffield distributed minutes from the February 13, 2017 Common Council meeting. The City Attorney presented suggestions for a food truck ordinance. More work will be done on the ordinance, based on feedback from the Common Council. Lynn Knutson mentioned Brady Street, in Milwaukee, is working on a similar ordinance.

## **NEW BUSINESS**

### **Identify Future Agenda Items; and Action Thereon**

The next Economic Development Board meeting is scheduled for Wednesday, April 26, 2017 at 7:00 p.m.

**ADJOURNMENT**

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

Mary Sheffield  
Economic Development Coordinator

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