

**ECONOMIC DEVELOPMENT BOARD**  
**June 28, 2017**

**EDB20170628-1**  
**UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, June 28, 2017 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Chairperson 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, Jim Pape and  
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.

**ELECTION OF VICE-CHAIRPERSON; AND ACTION THEREON**

Greg Zimmerschied nominated Joe Kassander for Vice-Chairperson. Lynn Knutson seconded the motion. Motion carried without a negative vote.

**APPROVAL OF MINUTES**

Motion made by Eric Stelter, seconded by DJ Burns, to approve the May 31, 2017 minutes. Motion carried without a negative vote.

**COMMENTS & SUGGESTIONS FROM CITIZENS** – None

**REPORTS**

**Economic Development Coordinator Sheffield**

Economic Development Coordinator Sheffield reported:

- Crossfit relocated to Grafton – Chiropractor and massage therapist remain in the building.
- Santa Fe Shop opened
- LaTulip Florist opened
- Dave's Bagel looking to relocate business.

**UNFINISHED BUSINESS**

**Review Project Sub-Committee Reports; and Action Thereon**

Brand Strengthening: The initial steering committee meeting occurred on June 13. The next meeting will be July 10, 2017. The RFP will be reviewed.

External Communication: Eric Stelter is working on a database idea that could be used by all organizations to prevent duplication of project efforts.

Beautification: Joe Kassander mentioned he has been piloting robotic lawn mowing which maybe an opportunity for the City to use in parks. This would then free up staff time to focus on tree trimming and beautification. Because the new Public Works facility is open more days during the week, Greg Zimmerschied shared the idea of eliminating one brush pick up during the summer months and utilize those days to catch up on tree trimming. Council Member Arnett asked the Committee to email him areas that need to be addressed. Coordinator Sheffield mentioned the boulevards are blooming with beautiful flowers and plantings the forestry group continues to implement.

Business Opportunities: Mike Pahl asked about a layout of Business Park 2 from the past. Council Member Arnett will obtain the plan from Director Wiza.

Government/Regulatory: Council Member Arnett stated the meeting held with the DNR was positive in moving the dam situation in a positive direction. He suggested the Board reiterating their position on the dams. Jim Pape met with Director Wiza to obtain an update on the dams.

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

Coordinator Sheffield asked the group to consider possible uses for funding, as that information should be included in the budget request. DJ Burns added the ability to leverage grants to the list of uses.

**NEW BUSINESS**

**Discuss Highway 60 Development; and Action Thereon**

Council Member Arnett stated the utilities are moving along with the Glen at Cedar Creek and Stroebel proposal. Coordinator Sheffield passed out an update on the utilities from Director Wiza. The possibility of a *FUTURE BUSINESS PARK* marketing sign being placed on the City-owned property was discussed by the Committee. The Committee agreed that the utility placement should be further researched prior to sign placement.

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

Greg Zimmerschied shared a Development Statement that will assist with development direction. The Board will evaluate and discuss at the next meeting.

**Discuss Possibility of a Business Improvement District; and Action Thereon**

This item will be discussed at the July meeting.

**Discuss Creek Walk; and Action Thereon**

Coordinator Sheffield will bring a Creek Walk map and meeting minutes to the July meeting.

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

- Review project sub – committee list
- Highway 60 development
- Dam statement

- Vision of what type of development is preferred in Cedarburg (Greg Zimmerschied)
- BID (Business Improvement District)
- Creek Walk
- Walking Tour (Council Member Jack Arnett)

The next meeting is scheduled for Wednesday, July 26, 2017 at 7:00p.m.

**ADJOURNMENT** -

Motion was made by DJ Burns, seconded by Greg Zimmerschied, to adjourn the meeting at 8:49 p.m.  
Motion carried without a negative vote.

Mary Sheffield  
Economic Development Coordinator

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