

ECONOMIC DEVELOPMENT BOARD
April 26, 2017

EDB20170426-1
UNAPPROVED

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

ROLL CALL Present: Council Member Patricia Thome, Greg Zimmerschied, Jim Pape, Eric Stelter, Michael Pahl (arrived at 7:15), Lynn Knutson, DJ Burns

Excused: Joe Kassander

Also Present: Economic Development Coordinator Mary Sheffield,
Council Members Dick Dieffenbach and Jack Arnett

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 Lynn Knutson, to approve the March 29, 2017 minutes. Motion carried without a negative vote with Joe Kassander excused.

COMMENTS & SUGGESTIONS FROM CITIZENS

Council Member Dieffenbach asked that the Town of Cedarburg be informed of the Brand Strengthening Initiative that was presented at the April 24, 2017 Common Council meeting. Greg Zimmerchied stated that the Town Administrator, Tim Rhode, is now on the Chamber Board and will have access to branding updates through the Chamber.

Council Member Arnett stated he will be the Council Member assigned to the Economic Development Board, effective May 1.

REPORTS

Economic Development Coordinator Sheffield

Economic Development Coordinator Sheffield reported:

- A Rediscover Cedarburg event will take place in downtown Cedarburg on May 13. The event is sponsored by the Cedarburg Chamber of Commerce and will include a self guided historical walking tour, shop specials, and a festive atmosphere.

- Duey Stroebel presented apartment complex plans seeking feedback on the site design, architectural elevations, density, traffic patterns etc. at the April 3 Plan Commission meeting.
- Former Economic Development Board Member Chris Smith has an offer to purchase the former Classic Traditions building. He plans to move his investment business upstairs and lease the lower level for retail.
- Sissy & Me recently opened in the former Things of Interest commercial space in the historic district.
- The Glen of Cedar Creek cut the ribbon on its clubhouse on April 19.
- The former Chamber of Commerce property has an offer to purchase. A restaurant is planned for the property.

UNFINISHED BUSINESS

Review Project Sub-Committees; and Action Thereon

Branding: Committee Chairperson Lynn Knutson stated the Common Council approved funding for the Brand Strengthening Initiative at their April 24, 2017 meeting. Greg Zimmerschied listed the other funding groups to include: Cedarburg School District, Cedarburg Landmark Preservation Society, Ozaukee Bank's Gift to the Future Fund, Cornerstone Buildings, LLC and Cedarburg Light & Water. Cedarburg Light & Water participation will be discussed at a Commission meeting scheduled for May 15, 2017. Council Member Thome restated the Council's motion to include funding to be out of the 2018 City budget and there must be an RFP. Greg Zimmerschied stated a 501(c)(3) may be created called Cedarburg Stronger Working Together.

External Communication: Eric Stelter continues to obtain transition information from Peter Welch regarding the dams. Council Member Thome asked that Director Wiza be kept in the loop on all activity. Eric Stelter will follow-up with Director Wiza and Mayor Kinzel. Coordinator Sheffield mentioned that Director Wiza is working with GRAEF on maintenance issues that must be addressed this year.

Beautification: Like last year, Jim Pape stated the flower pots will not occur this summer – only hanging flower baskets.

Business Opportunities: Mike Pahl stated that with the apartment proposal near Highway 60, utilities will be closer to the potential business park. Mike Pahl also mentioned a funding idea - charging \$1 per Festival or Summer Sounds attendee to fund City beautification efforts. Jim Pape commented this would be difficult, as there is no one entry into the Festivals. He also stated the downtown is fragile and Festivals help to market the community.

Government/Regulatory: No report

Update on Dams; and Action Thereon

See above, External Communication.

Update on Food Truck Ordinance

Coordinator Sheffield provided the following guidelines that were established by the Common Council:

- \$100.00 fee
- Non-residential private property only
- No trucks during Festivals unless approved by Festivals
- Plan Commission to approve each application

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

- Update on dams
- Review the Economic Development Board related comments from 4/24 Common Council meeting.
- Economic Development budget/revenue
- Cost savings ideas
- Adlai Horn Park redevelopment (Director Hilvo/other group)

The next meeting is scheduled for Wednesday, May 31, 2017 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Jim Pape, to adjourn the meeting at 8:25 p.m.
Motion carried without a negative vote with Joe Kassander excused.

Mary Sheffield
Economic Development Coordinator

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