

ECONOMIC DEVELOPMENT BOARD
March 27, 2019

EDB20193027-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, March 27, 2019 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, Mike Pahl, Sara Dunstone, DJ Burns, Jim Pape,
Council Member Jack Arnett, Lynn Knutson

Excused - Eric Stelter, Joe Kassander

Also Present - Economic Development Coordinator Mary Sheffield, Chris Homayouni

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

Motion made by Greg Zimmerschied, seconded by Lynn Knutson, to approve the February 27, 2019 minutes. Motion carried without a negative vote with Eric Stelter and Joe Kassander excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

PRESENTATION – SOCIAL MEDIA BY CHRIS HOMAYOUNI

Chris Homayouni gave an overview of current social media trends. He stressed the importance of using all forms of social media to include Facebook, Twitter, Instagram and Pinterest. If possible, daily posts are important to keep followers engaged. Chris reviewed typical consulting fees.

REPORTS

Economic Development Coordinator Sheffield

Economic Development Coordinator Sheffield reported the following:

- Alliance Medical Corporation has purchased the former Energenics building on Cardinal Ave.
- Kettle Moraine Appliance and Sleep Center opened its new Cedarburg location last week. The renovation of a former factory is impressive. Coordinator Sheffield encouraged the Board to stop in for a tour and congratulate owner, Jim Otten. The grand opening will be sometime in May.
- W62 N582 Washington Ave. (Koehler Insurance space) will be available to lease on September 1. 1,600 to 5,600 square feet – divisible. \$20 per square foot. Contact is Brian Collins.
- WILO Foundation presented Cedarburg Education Foundation with a \$100,000 grant for STEAM programs. WILO, a German company, purchased Weil and Scot Pump as well as Karak Machine several years ago.
- A State of the Community breakfast organized by the Cedarburg Chamber of Commerce will occur in June.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Chairperson Arnett updated the Board on the following:

- The Brand Implementation team is meeting monthly.
 - Meetings to review the brand with businesses are occurring.
 - A presentation was given to the Chamber Board to encourage the continuation of Chamber support for the brand.
 - There will be a branding booth at the Chamber Business Fair on April 11.
 - A branding brochure is being developed.
 - A sign committee has been formed to review new sign design.

Beautification: At the February meeting, Mike Pahl expressed a concern about overflowing city trash cans near several coffee shops on weekends last fall. Coordinator Sheffield reported that Public Works is considering a Sunday trash pick-up at specific high use garbage cans occurring at least through the park season. Once parks are closed, the weekend pick-up will be weather dependent.

Discuss Social Media; and Action Thereon

The Board asked Coordinator Sheffield to request an hourly rate quotation from Chis Homayouni. Coordinator Sheffield stated that Director Hilvo is considering a single Facebook page for all City Departments.

NEW BUSINESS

Consider 2019 Economic Development Board Goals and Objectives; and Action Thereon

The Board concluded that branding, social media and beautification are the Board's goals for 2019.

Consider Ideas to Generate Funds; and Action Thereon

No discussion.

Identify Future Agenda Items; and Action Thereon

Next meeting scheduled for Wednesday, April 24, 2019 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by DJ Burns, to adjourn the meeting at 8:30 p.m. Motion carried with Eric Stelter and Joe Kassander excused.

Mary Sheffield
Economic Development Coordinator

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