

ECONOMIC DEVELOPMENT BOARD
June 26, 2019

EDB20190626-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, June 26, 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 Arnett at 7:00 p.m.

Roll Call: Present - Council Member Jack Arnett, Greg Zimmerschied, Mike Pahl, Joe Kassander, Sara Dunstone, DJ Burns, Eric Stelter

 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.

ELECTION OF VICE-CHAIRPERSON; AND ACTION THEREON

Motion made by Greg Zimmerschied, seconded by Mike Pahl, to elect Joe Kassander as Vice Chairperson. Motion carried without a negative vote with Jim Pape and Lynn Knutson excused.

APPROVAL OF MINUTES

Motion made by DJ Burns, seconded by Greg Zimmerschied, to approve the March 27, 2019 minutes. Motion carried without a negative vote with Jim Pape and Lynn Knutson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Sheffield

Economic Development Coordinator Sheffield reported the following:

- Grand openings occurred at Bell Orthodontic Solutions, Kettle Moraine Appliance & Sleep Center, and Hamilton House Senior Living.
- Thirsty Hammer Workshop is closing. Commercial space will be available on July 1 (1,318SF - \$1,950/month).
- Vintage Café closed due to owner's retirement (1,800SF - \$3,000/month).
- Scentsory and Cedarburg Popcorn are remaining in their current locations.
- Carlson Tool has expanded by purchasing the former ATI building on Cardinal Avenue.

- Amish Furniture will relocate this fall to a space in the new Kettle Moraine Appliance building on Pioneer Rd. Their current location has been added to the available property listing on the City website (2,200SF/\$2,900 and 900SF/\$950).
- Rachel's Roses relocated to a larger space on Turner Street (former location on Center Street 800SF/\$900).
- Patti Gallun Hansen listed for sale the commercial property on Bridge Road between Cedarburg and Grafton. The property is zoned B-2/Community Business District.
- WILO Pump was awarded the large business of the year by Ozaukee Economic Development.
- The Chamber's Cedarburg Snapshot was held on June 4. A good update from the City, Town and Cedarburg School District was provided.
- Photos have been added to the commercial space listing on the new website.
- City Facebook and Instagram pages feature new properties listed. There is no longer a separate Economic Development Facebook page.
- The Plan Commission is currently updating uses in the B-2 and B-3 Business Districts.

Council Member Arnett:

- The CBD Dispensary did not get approval from the Common Council to locate in the B3/Central Business District. An Occupancy permit was never issued by the City.
- Police dispatch will remain in the City.
- The Columbia Mill dam repairs are underway. A DNR grant is in place to cover part of the cost. The engineering was approved for the Woolen Mill dam.
- A parcel just off Pioneer Rd. has been rezoned residential for a condo project.
- Brandywine has completed their back patio.
- The Cedarburg Police Dept. has a new Canine Officer, Ranger.
- The Street repair project is underway and came in a quarter of a million dollars over budget.
- Mike Pahl suggested the Board members Google Mukwonago Business Park as he inquired about the status of Cedarburg's Highway 60 Business Park. Council Member Arnett stated the business park was discussed in closed session at a recent Common Council meeting.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Coordinator Sheffield reported the following:

- The Brand Implementation team meets the 1st Tuesday of the month.
- The branding marketing calendar was reviewed.
- *An Understanding the Brand* brochure is available. The brochure encourages merchant use of the branding research and logo.
- "From Cedarburg with Love" logo stickers are available. Stickers are advertised in the Chamber Chit Chat. Any Cedarburg merchant can request them to use on shopping bags, wrap or packaging.
- A framed Logo has been delivered to various businesses. (Jack)
- Reprints of Chandlerthinks Brand Story rack card is in progress.

- An over-the-street banner was up the week of June 10, reflecting the new logo and tagline.
- A branding ad will appear at the Rivoli this summer. (Ad was emailed to the Committee.)
- I Love Cedarburg tattoos will be available at Strawberry Festival and the 4th of July parade. Common Council Members will pass them out at the parade.
- A magnet featuring the brand story will possibly be a part of a future Light and Water mailing to all residents this summer (cost dependent).
- New wayfinding signage – Director Hilvo is working on design changes to the City signs to implement the new logo and color. Volunteers from Kubala Washatko are assisting with the sign design. Also, City business cards, letterhead and truck signage will be updated.
- The Economic Development profile was updated with the new logo.
- Ongoing merchant presentations.
- BIT group goal – All logos updated by January 1, 2021.
- Eric Stelter suggested a “Captive Portal” as well as a merchant scavenger hunt to further promote Cedarburg’s enhanced brand.

Beautification: Joe Kassander will follow up with Director Hilvo on possible beautification projects.

Discuss Social Media; and Action Thereon

DJ Burns commented he has a difficult time locating the new City website. Eric Stelter commented that the SEO on the new site should be reviewed. Coordinator Sheffield will ask Director Hilvo to contact Eric Stelter for details. Eric Stelter mentioned using hashtags are a current social media trend.

NEW BUSINESS

Discuss Possible Organizational Changes for the Economic Development Board (Including, but not Limited to, Meeting Schedule, Meeting Times, Sub Committee Formation and Attendance); and Action Thereon

Chairperson Arnett made a motion to meet every other first Wednesday of the month (beginning September 4) at 8:00 a.m. and implement three standing subcommittees to consist of Social Media (Eric Stelter, Mike Pahl), Brand Strengthening (Greg Zimmerschied, Jack Arnett) and Beautification (Joe Kassander, DJ Burns, Eric Stelter, Sarah Dunstone). If a Committee member is not present for three Wednesday morning meetings during the fiscal year, (beginning May 1) it is then equivalent to the member’s resignation from the Board. The subcommittees will meet as often as needed in-between committee meetings. Greg Zimmerschied seconded the motion. Motion carried without a negative vote with Jim Pape and Lynn Knutson excused.

Identify Future Agenda Items; and Action Thereon

A future discussion on business attraction and recruitment will be discussed at the next meeting.

The next meeting will be held on Wednesday, July 31, 2019 at 7:00 p.m.

Review and Certify Code of Ethics; and Action Thereon

The Members reviewed and understand the Code of Ethics.

ADJOURNMENT

Motion was made by Eric Stelter, seconded by DJ Burns, to adjourn the meeting at 9:00 p.m.
Motion carried without a negative vote with Jim Pape and Lynn Knutson excused.

Mary Sheffield
Economic Development Coordinator

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