

ECONOMIC DEVELOPMENT BOARD
September 4, 2019

EDB20190904-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 4, 2019 at 8:00 a.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Arnett at 8:00 a.m.

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

Excused: Jim Pape

Also Present: Economic Development Coordinator Mary Sheffield

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 Sara Dunstone, seconded by Mike Pahl, to approve July 31, 2019 minutes. Motion carried without a negative vote with Jim Pape excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Mary Sheffield reported:

- N56 W6339 Center St. commercial property for sale (Mortons)
- W62 N550 Washington Ave. commercial property for sale (Stonewall Pub)
- August 22 *News Graphic* featured a business update
- The Rivoli will be a part of the Milwaukee Film Festival (October 17-31)
- Fyndig Salon and Boutique will open in former Thirsty Hammer location
- Shine Salon will relocate to space just south of the Rivoli this fall
- Handen Distillery will expand to offer an event venue in the former Heirloom Antique space
- Grapes and Tastes closed
- Anytime Fitness has opened in their new location
- Business attraction visit in Menomonee Falls historic district

Council Member Arnett reported:

- Cell tower was approved.
- Council Member Arnett introduced new member, Brett Krzykowski, to the Board.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Coordinator Sheffield reported:

- Magnets for residents were distributed in the Light & Water bills (resident brand awareness)
- Ad continues to run at the Rivoli
- Over the street banner was up last week
- 21 Dropbox downloads
- 7 sticker requests
- Cedarburg Festivals will offer new logo shirts and bags at Wine & Harvest Festival and Oktoberfest
- TP&D continues to implement the new brand into tourism advertising
- Landmarks Commission approved the newly designed City signs. Signs in front of the Community Gym will be updated soon.

Beautification: Sara Dunstone, Eric Stelter, DJ Burns, and Joe Kassander presented a packet of beautification ideas.

- Commercial River Walk
- City Hall Water Feature and Renovated Park
- Historic Downtown Distributed Audio
- Façade Grant Competition
- Semi-Permanent Kiosks in Cedar Creek Park
- Rebranding Initiative – Updating Signage
- Historical Plaques and Riverwalk Benches
- Upgrade Hanging Flowerpots
- Small Projects/Big Impacts

The Committee will identify priority projects at the next meeting.

Social Media:

The group met and recommendations for more posts were passed onto City Administrator Mertes. DJ Burns questioned whether ordinances are on the new City website.

Business Attraction and Recruitment:

- Coordinator Sheffield passed out a recap of open/closed business report
- Eric Stelter requested business attraction packets
- Joe Kassander, Council Member Arnett, Mary Sheffield, and Eric Stelter will be on this sub-committee

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

The next meeting is scheduled for Wednesday, November 6, 2019 at 8:00 a.m.

ADJOURNMENT

Motion was made by DJ Burns, seconded by Brett Krzykowski, to adjourn the meeting at 9:35 a.m.
Motion carried without a negative vote with Jim Pape excused.

Mary Sheffield
Economic Development Coordinator

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