

ECONOMIC DEVELOPMENT BOARD
November 6, 2019

EDB20191106-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, November 6, 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 Jack Arnett at 8:00 a.m.

Roll Call: Present - Greg Zimmerschied, Mike Pahl, Jim Pape, Sara Dunstone, Eric Stelter, Brett Krzkowski, Council Member Jack Arnett

Excused - Joe Kassander, DJ Burns

Also Present - Coordinator Sheffield, Assistant Administrator Hilvo

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 Eric Stelter, seconded by Mike Pahl, to approve the September 4, 2019 minutes. Motion carried without a negative vote with Joe Kassander and DJ Burns excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Mary Sheffield reported:

- Handen Distillery event space is open.
- Close to the Heart relocated to Thiensville. Mother Loving Potion has moved into their commercial space.
- Ansay Insurance space will be available March 1.
- Shine Salon has relocated to renovated space south of the Rivoli.
- Fyndig Salon is open in the former Thirsty Hammer location.
- Chiselled Grape has a new owner – Allen Naparalla
- Amish Furniture is in their new location on Pioneer Rd.
- A dog grooming and daycare operation to be located in the south half tenant space in the existing building at W63 N149 Washington Ave is seeking Conditional Use Approval.
- A brewing company, Man Shed Brewing Co., is requesting zoning text amendment to add microbreweries as a use permitted in the B-2 district.
- Cedarburg was voted Most Beautiful Main Street in Wisconsin.
- Coordinator Sheffield visited Elkhart Lake downtown district to recruit businesses to Cedarburg.

Council Member Arnett reported:

- Cedarburg Cultural Center is cutting the ribbon on its new outdoor patio this evening.
- Jake, former Cedarburg police dog, passed away.
- Sara Dunstone, land division approved.
- Amcast is 80% down.
- City budget is almost final with 1.9% increase.
- City Hall will be restructuring in January with Mikko Hilvo becoming City Administrator and Christy Mertes focusing on finance/treasurer duties.
- Cedarburg Threads, a new online business focusing on Cedarburg apparel, is now open and will help fill the gap for Cedarburg branded products.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

Director Hilvo reported:

- New signs have been placed in front of City Hall.
- Online shop created with logo apparel.
- The Brand Implementation Team (BIT) stresses the importance of merchants utilizing the logo on product without too much emphasis from the BIT.

Coordinator Sheffield reported:

- A new Christmas video done by Tourism, Promotion and Development will be introduced soon highlighting Cedarburg as a Christmas City. It includes the new logo and will be played at the Rivoli and posted on social media. It is also available for merchants to utilize on their websites and post on social media.
- Banners will be created this winter and hung on the light poles on the south end of Washington Avenue next spring.

Chairperson Arnett reported:

The Branding Subcommittee met and suggests:

- Coordinator Sheffield remind all businesses that the branding package is available for them to utilize.
- Branding information should be incorporated more into social media.
- Branding consultant, Chandlerthinks, has reviewed work to date on brand implementation and is impressed with what Cedarburg has completed to date.

Beautification:

Director Hilvo recapped a beautification walk on Washington Ave that was done in mid-October. Jim Pape, Council Member Arnett, Horticulturist Kara LeGault, Director Hilvo and Coordinator Sheffield created a list of possible areas on Washington Avenue targeted for beautification through flowers as well as historical restoration and façade improvements. The Committee emphasized keeping “less is more” top of mind because of the beautiful architecture in the historic district. Tourism, Promotion and Development Committee may consider funding added flowers. US Bank building will have roof top lights this holiday

season. A grant from Light & Water will be used for the lights and US Bank will take care of installation.

Social Media:

The Committee asked Brett to look at the current use of social media and make suggestions. Search engine optimization and a dedicated social media manager are topics for the subcommittee to discuss at future meetings.

Business Attraction and Recruitment:

Eric Stelter reported that the subcommittee met and recommended each member take a business attraction folder and visit a business they think would be a good fit in Cedarburg. He also stated too many service type businesses on Washington Ave. will not be of interest to tourists.

Greg Zimmerschied stated it is important to continue to stress to the residents of Cedarburg to shop local. Placing an ad at the Rivoli encouraging residents to shop local was suggested.

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

The next meeting is scheduled for Wednesday, January 8, 2020 at 8:00 a.m.

ADJOURNMENT

Motion made by Sara Dunstone, seconded by Jim Pape, to adjourn the meeting at 9:25 a.m. Motion carried without a negative vote.

Mary Sheffield
Economic Development Coordinator

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