

EDB20200115-1
UNAPPROVED

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

Excused - Joe Kassander, Jim Pape

STATEMENT OF PUBLIC NOTICE

APPROVAL OF MINUTES

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

- The Shinary is relocating to the former August Weber Haus location. They may open a vacation rental in the upstairs apartment.
- Sunshine Winery will open in the Cedarburg Popcorn space.
- Cedarburg Popcorn will move to a smaller space located in the rear.
- Soboni opened on Bridge Street in the Wittenberg Mansion (soaps, skin care).
- The Consignment Shop is closing after 42 years of being in business. The owners are retiring and will rent commercial space.
- Condominiums are moving forward on a five-acre parcel near Pioneer Road. The land closing is set for the end of the month.
- Man Shed Brewing will seek a Conditional Use permit at the February Plan Commission meeting to open in the former Sherwin Williams Paint store off of Keup Road.
- DJ Burns recused himself and gave a brief update on the Amcast project. A sign with a website to obtain project updates was suggested to DJ Burns.
- Greg Zimmerschied recused himself and gave a brief update on the TID 3 development.
- Coordinator Sheffield announced the Cedarburg Chamber of Commerce Ladies Who Lead award winners:

- Professional Services: Cori Rice Kaminsky, White Rice Advertising
- Non-Profit: Julie Cosich Collins, Cedarburg Education Foundation
- Retail: Laura Armstrong-Goss, Stacie Nowak, & Amanda Goss, Amish Craftsman Guild
- Restaurant/Hospitality: Wendy Porterfield, Washington House Inn
- Cedarburg Legacy Award: Christy Mertes, City of Cedarburg

Council Member Arnett reported:

- Council Member Arnett congratulated City Administrator Hilvo on his new position.
- The City's portion of the tax bill increase is 1.9%
- Sunshine Winery and The Shinery are both applicants for a single available "Class B" Liquor License.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

The Brand Implementation Team will present a branding update to the investor group on Friday, January 17. Coordinator Sheffield will email this presentation to the Economic Development Board members.

Chairperson Arnett asked that the Brand Navigator be presented to the Economic Development Board.

Administrator Hilvo updated the Economic Development Board as to what signs will be added with new logos in 2020. He also stated that the former logo will no longer be used in City Hall.

Beautification:

Administrator Hilvo mentioned the light poles may be wrapped in white lights for the Christmas 2020 season. He is looking for a sponsor for these additional lights. Wreath lights will be improved. Parks, Recreation & Forestry Director Friess will work on the beautification list that was developed late 2019. Eric Stelter asked that no more of the current benches be added to Washington Avenue. The bench design needs to be reconsidered, and benches replaced over time.

Social Media:

The Committee met and Eric Stelter gave an update. He stressed the importance of using consistent hashtags.

Chairperson Arnett suggested the City needs to have more of a strategy behind social media. He asked Administrator Hilvo to consider developing this strategy. Administrator Hilvo mentioned introducing City staff via social media and doing live interviews as well.

Greg Zimmerschied suggested following up on "Best of" lists that Cedarburg does not make. Coordinator Sheffield will follow-up.

Administrator Hilvo asked that he receives an update after each social media meeting so that ideas can be immediately considered.

Business Attraction and Recruitment:

Eric Stelter recommended that each person continue to look for and meet with businesses they would like to see in Cedarburg. Members should see Coordinator Sheffield for marketing folders. Eric Stelter dropped off a folder to a restaurant in Wauwatosa that would be a good fit in Cedarburg.

Administrator Hilvo met with a possible new retail business.

Chairperson Arnett mentioned a “shared workspace” concept that might work well in downtown Cedarburg.

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

Discuss recommendation for liquor license.

The next meeting is scheduled for Wednesday, March 4, 2020 at 8:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Brett Krzykowki, to adjourn the meeting at 9:10 a.m. Motion carried without a negative vote with Joe Kassander and Jim Pape excused.

Mary Sheffield
Economic Development Coordinator

adk