

ECONOMIC DEVELOPMENT BOARD
March 4, 2020

EDB20200304-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, March 4, 2020 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, DJ Burns,
 Eric Stelter, Brett Krzykowski,
 Council Member Jack Arnett, Jim Pape, and Joe Kassander

 Excused: Sara Dunstone

 Also Present: Economic Development Coordinator Sheffield
 City Administrator Mikko Hilvo

STATEMENT OF PUBLIC NOTICE

Council Member/Chairperson 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 DJ Burns, seconded by Joe Kassander, to approve the January 15, 2020 minutes. Motion carried without a negative vote with Sara Dunstone excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Mary Sheffield Reported:

- Ansay cut ribbon in their new location in the Bloch building on Monday 3/2.
- Cedarburg Popcorn has opened in their new location.
- The Shinery has opened in their new location.
- Sunshine Winery is expected to open mid-March.
- Lime Cantina is expected to open mid-April.
- CPA and financial planning business will move into offices at corner of Columbia and Washington.
- Collins Realty has relocated into same corner building.
- Eric Stelter stated Brandywine may expand into former hair salon location.
- DJ Burns recused himself and provided an Amcast update.
- March 2 Plan Commission meeting update was provided.
- Settlement open house is March 14/15.
- Chamber will host the annual Business Fair at the Cultural Center on 4/29.
- Ozaukee Economic Development Outreach event is May 7.
- Cedarburg Public Arts Commission Gallery Night is May 8.

- Chamber will host “Cedarburg Snapshot” state of the community event on June 4.

Council Member Arnett Reported:

- The Cultural Center will host a special outdoor event with mobile vendors this summer.
- Arrabelle Apartments are currently full.
- The 2/18 Chamber’s Ladies Who Lead program was a great event honoring:
 - 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 Craftsmen Guild
 - Restaurant/Hospitality: Wendy Porterfield, Washington House Inn
 - Cedarburg Legacy Award: Christy Mertes, City of Cedarburg

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

Economic Development Coordinator Sheffield reported the Brand Implementation Team will present to the Cedarburg-Grafton Rotary on March 12. A “weekender” video and banners on South Washington Avenue will be introduced this spring. City Administrator Hilvo commented on incorrect logo use by a business.

Beautification:

City Administrator Hilvo stated the Friends of Parks and Recreation group will be working on the Washington Ave. beautification list that was created last fall. He also asked the Commission to consider working on the large round City entrance sign. Sign costs will be obtained.

Social Media:

Eric Stelter has identified the most used hashtags for Cedarburg.

Business Attraction and Recruitment:

Coordinator Sheffield stated she has marketing folders available. Whitefish Bay was toured in February.

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

Discuss the St. John Avenue smart growth site (or possibly the Community Development Authority).

ADJOURNMENT

Motion was made by DJ Burns, seconded by Mike Pahl, to adjourn the meeting at 8:58 a.m. Motion carried without a negative vote with Sara Dunstone excused.

Mary Sheffield
Economic Development Coordinator

adk