

**ECONOMIC DEVELOPMENT BOARD**  
**July 1, 2020**

**EDB20200701-1**  
**UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, July 1, 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, Eric Stelter, Sara Dunstone,  
Council Member Jack Arnett, Jim Pape, Joe Kassander

Excused:                      DJ Burns, Brett Krzykowski

Also Present:                Economic Development Coordinator 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 Eric Stelter, seconded by Mike Pahl, to approve the May 6, 2020 minutes. Motion carried without a negative vote with DJ Burns and Brett Krzykowski excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS** – None

**REPORTS**

**Economic Development Coordinator Mary Sheffield**

**Business Update through June 2020:**

- Closed:
  - Mother Loving Potion (space filled)
  - Leather Shop
  - Scentsory (space filled)
  - Access Boutique (space filled)
  - Cedar Creek Pottery
  - Schwais (much interest in space)
- Opened:
  - Ivanna Trunk
  - Sunshine Winery

- Future Openings:
  - Lime Cantina
  - Financial Planning and CPA offices in Collins Realty building
  - Sass and Class (former Mother Loving Potion space)
  - massage therapy (former Rachel's Roses space on Center St.)
- Relocated within City of Cedarburg:
  - Cedarburg Popcorn
  - Shinery
  - Collins Realty
  - The Cottage
  - Ansay & Associates
  - Mantel Orthodontics
  - Alpine Gift Haus (within the Settlement)
- Several businesses have interest in opening in Cedarburg.

Greg Zimmerschied recused himself and gave an overview of Mill St. project progress.

Jim Pape stated Festivals are cancelled until Strawberry Festival 2021 due to COVID-19. Festival employees are furloughed.

#### **Council Member Arnett**

- Formation of TIF #6 has been created to accommodate the new WILO campus.
- Requests for proposals have been sent out to commercial land brokers for the remaining acreage in the business park.
- The City passed easing of temporary sign and outdoor dining restrictions to assist businesses during COVID-19. Also are allowing more outdoor amplified events.
- Common Council approved the County Fair rides with a limit of 6,000 attendees. (50% capacity)
- As a result of the Community Pool closure this year, there will be \$278,000 in improvements done this summer.
- 2021 budget discussions have started. Streets and trees are a focus.
- Robert Simpson is the new 5<sup>th</sup> District Council Member.
- Neumann Company is going through approvals to build homes on the Baehmann property.

#### **UNFINISHED BUSINESS**

##### **Review Project Sub-Committee Reports; and Action Thereon**

##### **Brand Strengthening:**

Greg Zimmerschied reported:

- The Committee did not meet but said new City signs continue to go up. Coordinator Sheffield stated banners for south Washington Avenue have been ordered and will be hung in July. City entrance signs have been ordered.

Beautification:

Coordinator Sheffield reported:

- On June 24, she met with City Administrator Hilvo, Director of Parks and Recreation Friess, and Horticulturist LeGault. The following beautification projects are planned:
  - Horticulturist added one flower basket to light pole on Bridge Road.
  - Horticulturist designed and planted a new garden for under the mural area on Bridge Road.
  - Mural frame was repaired.Flagpole flowers next to Ashley's Candy store planted.  
Shrubs and flowers in front of the gym will be replaced.
  - Perennials will be added to Rappold Park area.
  - Parks Department will come up with a plan for sitting area that is in-between City Hall and the Community Gym near the picnic table.
  - New Chamber event sign – flowers may be planted.
  - Bratt parking lot – Western Ave.
  - (TP&D has some funding available for beautification effort. Beautification has been added to TP&D monthly agenda)
  - Council Member Arnett encouraged the Economic Development Board to utilize the City app to report areas that need weeding etc...

Social Media:

Eric Stelter stated that other communities use a dashboarding package that highlights all forms of social media at once for easier access to posting and feels that someone should be assigned to maintaining social media for the City.

Mike Pahl would like to see an overall plan for social media.

Greg Zimmerschied would like social media to focus on assisting Cedarburg to become a number one tourism search optimization site.

Business Attraction and Recruitment:

Greg Zimmerschied suggested creating a committee to work on business attraction and recruitment.

**NEW BUSINESS**

**Discuss Future of Economic Development Board; and Action Thereon**

More discussion is needed to determine if this Board should be more project oriented or act as a think tank.

**Identify Future Agenda Items; and Action Thereon**

The next meeting is scheduled for Wednesday, September 2, 2020 at 8:00 a.m.

Topics for future discussion include:

- Review Economic Development Board future and meeting time/frequency.
- Western Ave. Smart Growth Area (Planner)
- Bring a new idea to each meeting.

- Dams

**ADJOURNMENT**

Motion was made by Mike Pahl, seconded by Sara Dunstone, to adjourn the meeting at 9:45 a.m. Motion carried without a negative vote with DJ Burns and Brett Krzykowski excused.

Mary Sheffield  
Economic Development Coordinator

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