

ECONOMIC DEVELOPMENT BOARD
September 2, 2020

EDB20200902-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 2, 2020 at 8:00 a.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by City Administrator Mikko Hilvo at 8:07 a.m.

ROLL CALL Present: Mike Pahl, DJ Burns, Brett Krzykowski, Eric Stelter, Sara Dunstone, Jim Pape, and Joe Kassander

Excused: Greg Zimmerschied

Also Present: Economic Development Coordinator Mary Sheffield, City Administrator Mikko Hilvo, Council Member Jack Arnett

STATEMENT OF PUBLIC NOTICE

Administrator Hilvo 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 July 1, 2020 minutes. Motion carried without a negative vote with Greg Zimmerschied excused.

COMMENTS & SUGGESTIONS FROM CITIZENS

Council Member Arnett stated he would be serving on the newly formed Finance Committee and Council Member Burkhart would now be the representative on the Economic Development Board. He thanked the Board and stated he has enjoyed working with the group over the years. He encouraged the group to continue to bring innovative ideas to the Council.

REPORTS

Economic Development Coordinator Mary Sheffield

Downtown Business Update July/August 2020:

- Closed:
 - At JJ's
- Opened:
 - Lime Cantina
 - Sass & Class Boutique
 - Liscio LLC esthetics
- Future Openings:
 - Union House-Cedarburg (former At JJ's location)

- Financial Planning and CPA offices in Collins Realty building
- The Studio (dance studio in former auto parts space near Farmstead)
- Lakeside Cookies (former Buddy Squirrel location)
- Build out work is occurring in the former Schwai's space.

Coordinator Sheffield reviewed commercial spaces that are currently available.

DJ Burns recused himself and gave an overview of Amcast project progress. The CDA and Common Council toured the site last week.

Administrator Hilvo reported:

- The Highway 60 business park site is now being graded.
- WILO planning meetings are occurring on a weekly basis.
- Administrator Hilvo and the Mayor have met with Bill Bratt on his properties.
- The City continues to work on Western Ave. parking lot leased from Mr. Bratt.
- Conversations with several developers have occurred on smart growth sites.
- The City is working with the EPA to sign off on the St. John site.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

Coordinator Sheffield reported:

- The new Chamber events sign funded by Landmarks Preservation is complete and features the new City logo. Eric Stelter asked about sign lighting. Director Hilvo will follow-up.
- Banners were hung on Washington Ave. in July.
- The funding request for 2021 was sent out to the Steering Committee.
- Directional sign and window clings still in process.
- Administrator Hilvo stated park signs are included in 2021 budget.

Beautification:

Coordinator Sheffield reported:

- City Horticulturist planted flowers in the new events sign planter and will plant bulbs this fall to add color in the spring.
- Joe Kassander mentioned he is working on a holiday light show with a not for profit group to possibly be in Zuenert Park, if allowed by the City.
- Eric Stalter stated there are four or five park bench styles in downtown. This is not attractive. Jim Pape agreed there should be consistency and referred to the bench located behind the library as the preferred style. Director Hilvo will review with Parks and Recreation.

Social Media:

Director Hilvo reported that he and Recreation Superintendent Anderson met with the Social Media committee and will work on suggested ideas for improvement this winter. Eric Stalter will get a list of used hashtags to Director Hilvo to promote a more consistent use. Sara Dunstone stated she was using the City app. and several of the links were not working or had old information.

Business Attraction and Recruitment:

- Coordinator Sheffield continues to work with several businesses who have interest in opening in Cedarburg as well as businesses that are looking for a new location.
- Administrator Hilvo will be working with Newmark Knight Frank on attracting businesses to the new business park. He also had a meeting with a prominent restaurant group who may have interest in opening in Cedarburg. Committee consists of DJ Burns, Eric Stalter, and Greg Zimmerschied.

Review Economic Development Board Future and Meeting Timeframe/Frequency; and Action Thereon –

The Board decided to go back to meeting monthly at 9 a.m. (first Wednesday of the month – next meeting will be October 7, 2020.)

NEW BUSINESS

Discuss Members Bringing a New Idea to Each Meeting; and Action Thereon

Director Hilvo would like **New Ideas** added as an agenda items on all future agendas.

Identify Future Agenda Items and Confirm Next Meeting Date; and Action Thereon

Mike Pahl just returned from Park City, Utah and said once a week the main street is closed to allow people and businesses to utilize the street space.

Director Hilvo asked that the list of blighted properties be reviewed and asked for development ideas for these properties. Sites to be listed on next agenda.

Eric asked when the plan calls for Washington Avenue to be resurfaced.

The next Economic Development Board meeting is scheduled for Wednesday, October 7, 2020 at 9:00 a.m.

ADJOURNMENT

Motion was made by Eric Stelter, seconded by DJ Burns, to adjourn the meeting at 8:50 a.m. Motion carried without a negative vote with Greg Zimmerschied excused.

Mary Sheffield
Economic Development Coordinator

adk