

ECONOMIC DEVELOPMENT BOARD
October 7, 2020

EDB20201007-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, October 7, 2020 at 9:00 a.m. via zoom.

The meeting was called to order by City Administrator Mikko Hilvo at 9:00 a.m.

ROLL CALL

Present: DJ Burns, Brett Krzykowski, Eric Stelter, Sara Dunstone, Jim Pape, and Joe Kassander, Chairperson Burkhart

Excused: Greg Zimmerschied, Mike Pahl

Also Present: Economic Development Coordinator Sheffield, City Administrator Mikko Hilvo, Common Council President Thome

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 DJ Burns, to approve the September 2, 2020 minutes. Motion carried without a negative vote with Greg Zimmerschied and Mike Pahl excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Economic Development Coordinator Mary Sheffield

Downtown Business Update July/August 2020:

- Opening Soon:
 - Union House-Cedarburg (former At JJ's location)
 - The Studio (dance studio in former auto parts space near Farmstead)
 - Lakeside Cookies (former Buddy Squirrel location)
 - Creamy Pig (former Schwais location)

Coordinator Sheffield is currently working with several possible new businesses. She is also obtaining rental information on the former antique shop (W62 N634 Washington Ave.) to add to the online commercial space listing.

Council Member Kristin Burkart – No report.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

Director Hilvo presented several entrance sign renderings utilizing the new logo. He encouraged the Board to email him with their preferences.

Beautification:

Director Hilvo reviewed a list of beautification ideas with the Board and asked for input. He mentioned adding Christmas lights to light poles downtown for the holiday season. Council Member Burkart suggested adding lights to sledding hills like those that light the skating rink in Cedar Creek Park. City flower baskets received compliments by several Board Members.

Social Media:

Director Hilvo stated Recreation Superintendent Anderson will continue to work on social media. Council Member Burkart suggested more use of video. Sarah Dunstone added interviews with residents would add interest. Jim Pape mentioned videos are available that have been produced by TP&D.

Business Attraction and Recruitment:

Director Hilvo and Coordinator Sheffield continue to work with those interested in opening a business in Cedarburg.

NEW BUSINESS

Discuss Smart Growth Areas; and Action Thereon

Director Hilvo reviewed the 2011 Downtown Master Plan Recommendations. Eric Stelter and Council Member Thome noted that many of the recommendations had been followed. Jim Pape stated it is important to continue to add residential development to downtown. Administrator Hilvo also reviewed the remaining Smart Growth Areas with emphasis on areas 1, 2, and 19. He stressed it is important for the City to have a plan for each site to direct potential developers. Eric Stelter shared a presentation which included development ideas for the Western Avenue site. Administrator Hilvo stated that the Economic Development Board will provide ideas for the Smart Growth Area development and these ideas will then be provided to the Community Development Authority for further discussion.

Discuss New Economic Development Ideas; and Action Thereon – None

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

- Smart Growth sites 1, 2 and 19.
- CDA involvement with Weil Pump recommendation.

The next meeting of the Economic Development Board is scheduled for Wednesday, November 4, 2020 at 9:00 a.m.

ADJOURNMENT

Motion was made by Eric Stelter, seconded by DJ Burns to adjourn the meeting at 10:06 a.m. Motion carried without a negative vote with Greg Zimmerschied and Mike Pahl excused.

Mary Sheffield
Economic Development Coordinator

adk