

ECONOMIC DEVELOPMENT BOARD
November 4, 2020

EDB20201104-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, November 4, 2020 at 9:00 a.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Kristin Burkart at 9:10 a.m.

Roll Call: Present: DJ Burns, Brett Krzykowski, Eric Stelter, Greg Zimmerschied, Mike Pahl, Council Member Kristin Burkart

 Excused: Sara Dunstone, Jim Pape, Joe Kassander

 Also Present: City Administrator Mikko Hilvo

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 Brett Krzykowski, seconded by Eric Stelter, to approve the October 7, 2020 minutes. Motion carried without a negative vote with Sara Dunstone, Jim Pape, and Joe Kassander excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

City Administrator Mikko Hilvo

Downtown Business Update September/October 2020:

Opening Soon:

- o Flyrite Flag Store opening this coming weekend (moved from Germantown)
- o Old Fashioned Foods opening later this month on Center St.

Council Member Kristin Burkart – No report.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

Administrator Hilvo stated that the Brand Implementation Team (BIT) was disbanded and future decisions on City branding will be the responsibility of the Economic Development Board. He thanked Mary Sheffield, Maggie Dobson, Cori Rice, BJ Homoyouni, Karen Engelhoff, and Mari Lauer for their involvement with the Committee.

Administrator Hilvo stated that there is \$2000 left in the Branding Initiative Fund that will remain in the

City funds. The approval of the use of funds will be up to the Economic Development Board. Greg Zimmerschied recommended that the Board consider giving some funds to Kubala Washatko for the work their staff has done on designing the new brand signs. After some discussion it was determined that this item would be discussed at the next meeting.

Administrator Hilvo stated that he is working with a local marketing firm to update the City website to include additional branding information.

Beautification:

Administrator Hilvo stated that additional lights will be added to the light poles for the holiday season. Greg Zimmerschied asked about getting replacement bulbs on some of the buildings downtown. Administrator Hilvo stated that he was working on replacing them later this month.

Social Media:

Administrator Hilvo stated that Maggie Anderson (Rec. Supt./Social Media Coordinator) has been adding live videos on the Facebook and Instagram sites along with adding additional content on both sites. The City is also working on enhancing the website.

Business Attraction and Recruitment:

Administrator Hilvo continues to work with those interested in opening a business in Cedarburg and reaching out to potential new businesses.

UNFINISHED BUSINESS

Discuss Smart Growth Areas; and Action Thereon

Scott Pump (Pioneer Road Site)

Administrator Hilvo stated that the site was for sale and the owner has received some offers from developers. There are no accepted offers currently. He has heard that the asking price is more than the value of the property, which makes it difficult for developers to make it work for them financially. Recommendations for the site would include some type of a strip mall, fast food areas, additional parking for sports fields and playground (being close to the sports center/interurban trail. The Committee thought that adding another gas station might not be the best fit but were agreeable to the idea if it were in a mixed-use development that would include the other amenities discussed.

Weil Pump (Western Ave) Site

Administrator Hilvo and Eric Stelter showed the plan done by the Downtown Master Plan Committee that included commercial and residential areas on the site. The recommendation would be to have commercial sites near Western Ave, residential (apartments or condos) in the middle section, and a pocket neighborhood in the back. Greg Zimmerschied recommended that additional parking be considered on that site to help with our current parking problem downtown. There was additional discussion on the site which also included discussion on development across the street. Eric Stelter explained a concept of businesses and apartments on Western Avenue that would extend around to Hanover Avenue as well. This is a site that would involve the two (2) property owners on that site and other potential developers. Additional discussion was had on the potential development with recommendations to ensure adequate parking. Eric Stelter asked if the City should take more control over the Weil Pump site by purchasing the property. This would be an investment that would also help control what type of development happens on the site. After additional discussion it was determined that the Community Development Authority get

involved in looking at this option.

St. John/Madison Ave Site

Administrator Hilvo stated that he has sent yet another email to the EPA and received a similar reply as last month stating that they were going to talk with the WDNR and get back to the City soon. Greg Zimmerschied recommended that at some point the City contact Norstar to look at the potential of moving their business to the new Business Park or another location so that the entire site could be utilized for future development that would include townhomes. No other discussion was had on the site.

NEW BUSINESS

Discuss Community Development Authority Involvement with Weil Pump recommendation

Earlier discussion on this topic was brought up that it would be beneficial to get the Community Development Authority involved.

Motion made by Greg Zimmerschied to request that the Community Development Authority start discussing the potential purchase of the property or other potential ways of helping this site get developed. Motion was seconded by Eric Stelter. Motion carried without a negative vote with Joe Kassander, Jim Pape, and Sara Dunstone excused.

Discuss New Economic Development Ideas and Action Thereon

Eric Stelter requested that the Board discuss a bicycle and pedestrian plan for the downtown area at the next meeting.

Identify Future Agenda Items and Confirm Next Meeting Date (December 2, 2020 at 9:00 a.m.); and Action Thereon

The next meeting is scheduled for Wednesday, December 2, 2020 at 9:00 a.m.

ADJOURNMENT

Motion made by Mike Pahl, seconded by Greg Zimmerschied, to adjourn the meeting at 10:16 a.m. Motion carried without a negative vote with Joe Kassander, Jim Pape, and Sara Dunstone excused.

Mikko Hilvo
City Administrator

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