

ECONOMIC DEVELOPMENT BOARD
January 6, 2021

EDB20210106-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, January 6, 2021 at 9:00 a.m. via Zoom.

The meeting was called to order by Council Member Kristin Burkart at 9:04 a.m.

Roll Call: Present: Council Member Burkart, DJ Burns, Brett Krzykowski, Eric Stelter,
Greg Zimmerschied, Mike Pahl, Jim Pape, Joe Kassander, Sara Dunstone.

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 DJ Burns, seconded by Eric Stelter, to approve the November 4, 2020 minutes. Motion carried without a negative vote.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided a year end business report for 2020.

Council Member Kristin Burkart – No report.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening:

Administrator Hilvo stated that there is \$2000 in funding left in the branding initiative funds that will remain in the City funds. He asked the Committee if they wanted to give some of these funds to the Kubala Washatko team that has provided considerable input and personal time with brand implementation, specifically working on the sign designs. This was a request from the November meeting. Greg Zimmerschied stated that he would like the Common Council to also provide some recognition to them for their continued involvement in various City committees and for the work they have done over the years in gratuitous for the City. Administrator Hilvo stated he would talk to the Mayor and make this request. After some discussion everyone was in favor of donating funds to Kubala Washatko.

Motion made by Eric Stelter to contribute the full \$2000 to Kubala Washatko for their work on branding

and other City projects. Motion was seconded by Greg Zimmershied and carried without a negative vote.

Beautification:

Administrator Hilvo stated that additional lights downtown was a great addition this holiday season. City staff will be working in the Spring to add additional flowers downtown.

Social Media:

Administrator Hilvo stated that the current social media efforts have increased the number of people “liking” the page and getting information from it.

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.

Discuss Smart Growth Areas; and Action Thereon

Discuss Citizen Survey

Administrator Hilvo explained the importance of continuing to discuss the smart growth areas specifically the Weil Pump site on Western. He asked the Board if it would be helpful to do a citizen survey to get input from city residents on what the best use for this property might be. He stated the Community Development Authority (CDA) had discussions on this site at their last meeting as well. After some discussion on the survey, it was determined that a survey would not be the best approach to gather information from city residents. DJ Burns recommended the Board look at a project that was done in Kimberly, WI. The community conducted citizen input sessions that provided the necessary feedback they needed to make the project successful.

Greg Zimmershied requested a brief update on the discussion held at the CDA meeting on the site. Administrator Hilvo shared that the CDA were not in full favor of the City purchasing the property. Joe Kassander stated that the cost of the property for a developer along with cleanup costs and other city requirements (road connection through the site) could be a deterrent for most developers looking at the site. If the City purchased the property, they would be able to better control what gets developed on the site. Administrator Hilvo stated that the decision for the City to purchase the property will require additional conversations and further analysis of potential clean up and costs. Greg Zimmershied asked if the Board should make a recommendation to the Council on the site. Eric Stelter stated that the Board should continue to work with the property owner on this site. The Board should be proactive about this site and make sure that the City has better control over what is developed. Greg Zimmershied echoed this statement by saying that we should do what is best for the City and not be driven by developers interests. He stated that the City, through the CDA, would have more mechanisms available to them than individual developers for potential funding sources.

Additional discussion was had on the economic importance of this site to the City. DJ Burns recommended a small group of ED/CDA members look at potential funding sources that could reduce the costs to the City for acquiring this property. He stated that other communities have done similar public/private partnerships to develop blighted sites and that we should use them as an example of what could be done in Cedarburg. Having the CDA negotiating with the land/building owner would be the best approach.

Further discussion was had with the understanding that being proactive in planning for this site is critical for the City and we should continue these conversations both at the ED Board and CDA level. Administrator Hilvo stated he will work with the Mayor on creating a small committee to begin looking at the funding/development options for this site. Eric Stelter stated that it would be good to know what the current taxes are for the site, as we continue to look at the potential value added with development of this site. This would help as the City looks at a potential future public/private partnership for redevelopment.

Eric Stelter stated that as we look at this site it might be important to look at hiring a company that can develop a "City Use Plan."

NEW BUSINESS

Discuss a Bicycle and Pedestrian Plan for the Downtown Area; and Action Thereon

Eric Stelter shared his idea of a bicycle and pedestrian plan. The goal would be to capitalize on the increased number of bikers coming to our downtown district either from local neighborhoods or the interurban trail. Designated bike paths could be added by painting a different color path on the roads as is done in some other communities. Concerns were brought up about increasing bike traffic on Washington Ave in the downtown area and taking away vehicle parking. Biking on the sidewalk is a concern, so to come up with a solution to get them off the sidewalk should be looked at. Brett Krzykowski recommended adding directional signage and more dedicated spaces for bicycles near and in the downtown area. It was decided that further discussion on this topic should be done to determine what would work best for Cedarburg.

Discuss New Economic Development Ideas; and Action Thereon

Greg Zimmerschied asked that Board revisit parking in the downtown district.

Identify Future Agenda Items and Confirm Next Meeting Date (February 3, 2021 at 9:00 a.m.); and Action Thereon

Eric Stelter asked that the Board continue to talk about the Weil Pump site.

ADJOURNMENT

Motion was made DJ Burns, seconded by Greg Zimmerschied, to adjourn the meeting at 10:12 a.m. Motion carried without a negative vote.

Mikko Hilvo
City Administrator

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