

ECONOMIC DEVELOPMENT BOARD
March 3, 2021

EDB20210303-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, March 3, 2021 at 9:00 a.m. via Zoom.

The meeting was called to order by Council Member Kristin Burkart at 9:02 a.m.

Roll Call: Present: Council Member Kristin Burkart, DJ Burns, Eric Stelter, Greg Zimmerschied, Mike Pahl, Joe Kassander, Sara Dunstone

Excused: James Pape, Brett Krzykowski

Also Present: City Administrator Hilvo and 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 February 3, 2021 minutes. Motion carried without a negative vote with James Pape and Brett Krzykowski excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided an update on Brand Strengthening and Business Attraction. No report on Beautification or Social Media.

Council Member Kristin Burkart – No report.

UNFINISHED BUSINESS

Discuss Smart Growth Areas; and Action Thereon

Administrator Hilvo and Eric Stelter provided an update on the Weil pump site discussions held by the Community Development Authority.

Discuss New Business Contest; and Action Thereon

Greg Zimmerschied provided an update on the contest idea. He has someone working on putting together the details for it and will report back to the Committee at the next meeting.

NEW BUSINESS

Consider Branding Donation; and Action Thereon

Council Member Arnett asked the Committee if they would accept a personal donation from him to pay for the City portion of the branding funds that are being paid to Kubala Washatko for the services they have provided on branding. Discussion ensued with several other donations added to the branding fund. Eric

Stelter stated he would donate the remaining portion of the funds. Mike Pahl stated he would match Council Member Arnett's donation. DJ would match it as well. Greg Zimmerschied stated that the intent was for these funds to be a payment for services that Kubala Washatko has provided in assisting with the design of the new branding signs instead of a donation. He felt that the use of the funds was appropriate for the professional services provided by their staff.

Motion made by DJ Burns to recognize the past contributors for the branding initiatives that included Greg Zimmerschied, Cedarburg School District, City of Cedarburg, and Light & Water Utility, to provide a payment of \$2,000 to Kubala Washatko for their past services on branding and to approve the donation of \$333 from Council Member Arnett, \$333 from Mike Pahl, \$333 from DJ Burns, and \$1,667 from Eric Stelter for the exclusive use of the Economic Development Board in support of its mission. Motion was seconded by Eric Stelter and carried without a negative vote with James Pape and Brett Krzykowski excused.

Discuss City Entrance Signs; and Action Thereon

Administrator Hilvo discussed the process of coming up with the design for the signs. He thanked Joe Aiello and Adam Votlz from Kubala Washatko for working with the City to do the design. Discussion ensued. Mike Pahl asked about lighting. Administrator Hilvo stated that at this time lighting was not planned. Eric Stelter stated that it would be nice to have at least the main City Entrance sign externally lit. Administrator Hilvo will work on getting cost estimates and approval from Plan Commission.

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

Council Member Burkart stated the Weil pump site discussion should continue to be on the agenda.

Mike Pahl asked when in-person meetings plan to resume. Administrator Hilvo stated that the Common Council will be discussing this at the next Council meeting. Greg Zimmerschied stated we as a group should make our own decision to meet as a hybrid meeting. Administrator Hilvo would like to have the Council make that decision. He will update the group after the Council meeting.

Council Member Arnett asked that Branding initiatives be included on the next agenda.

The next meeting of Economic Development Board will be held on Wednesday, April 7, 2021 at 9:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Mike Pahl, to adjourn the meeting at 9:52 a.m. Motion carried without a negative vote with James Pape and Brett Krzykowski excused.

Mikko Hilvo
City Administrator

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