

ECONOMIC DEVELOPMENT BOARD
July 14, 2021

EDB20210714-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, June 2, 2021 at 9:00 a.m. via Zoom.

The meeting was called to order by Council Member Kristin Burkart at 9:08 a.m.

Roll Call: Present: Council Member Burkart, DJ Burns, Eric Stelter, Mike Pahl, Brett Kryzkowski, Alex Uhan, Maggie Dobson

Excused: Sara Dunstone, Greg Zimmerschied

Also Present: City Administrator 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.

ELECTION OF VICE-CHAIRPERSON; AND ACTION THEREON

Eric Stelter moved to nominate Greg Zimmerschied as Vice-Chairperson. The nomination was seconded by Mike Pahl. The nominations were closed. Motion carried to elect Greg Zimmerschied as Vice-Chairperson without a negative vote with Sara Dunstone and Greg Zimmerschied excused.

APPROVAL OF MINUTES

Motion made by Eric Stelter, seconded by Mike Pahl, to approve the June 2, 2021 minutes. Motion carried without a negative vote with Sara Dunstone and Greg Zimmerschied excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

City Administrator Hilvo introduced the new members to the Board. The purpose of the addition of the Chamber Executive as a non-voting member is to create more cohesion between the Economic Development Board, the Chamber of Commerce, and the Tourism, Promotion, and Development Committee. Adding Alex Uhan, Country in the Burg founder and organizer, also helps to create cohesion between all groups in the community that enhance our local economy.

Administrator Hilvo stated that “The Irish Boutique” opened in the old Santa Fe shop. Chamber Executive Maggie Dobson stated that a new Airbnb had opened on the second floor of the old glad rags building and that the building owned by Chris Smith is for sale. Eric Stelter shared that PartsBadger in the Cedarburg Business Park is building an addition to their facility and increasing the number of jobs available.

Council Member Burkart stated that the Common Council discussed the July 3rd chair ordinance and decided to postpone a decision until they receive additional information on the pros and cons of the ordinance. Some businesses have stated that the new ordinance was more beneficial to them and their customers.

UNFINISHED BUSINESS

Discuss Smart Growth Areas; and Action Thereon

Council Member Burkart mentioned that the Mayor has not decided on a past request to potentially look at creating an ad hoc committee that would work specifically on planning for Smart Growth Area #2 (Weil Pump Site). City Administrator Hilvo stated that he had met with TKWA and Vandewalle Associates along with reviewing the other proposals provided to him. Based on the level of services provided and expertise of TKWA and Vandewalle it would be his recommendation to hire them to complete a Site Redevelopment Plan for Smart Growth Area #2. Further discussion ensued.

Motion made by Mike Pahl to recommend to the Common Council to hire TKWA and Vandewalle Associates to provide a Site Redevelopment Plan for Smart Growth Area #2. Motion was seconded by Brett Krzykowski. Motion carried without a negative vote with Greg Zimmerschied and Sara Dunstone excused.

Discuss Branding Initiatives; and Action Thereon

City Administrator Hilvo stated that we should continue to work with the Tourism, Promotion, and Development Committee on future branding initiatives. Future discussions of the use of branding funds will be brought to the Committee after collaborating with TP&D. In response to Brett Krzykowski question on how we can relay the information between the Committees, City Administrator Hilvo stated that both he and the Chamber Executive are non-voting members on the TP&D Committee and that is helpful for communication.

Discuss Broadband Initiatives; and Action Thereon

Eric Stelter shared his research on several options for broadband in the downtown district and community. Discussion ensued on the best approach to providing better service in our Community. The Committee agreed to continue discussing the options provided by Eric Stelter and look at potential funding sources for it, which could include potential use of ARP funds.

NEW BUSINESS

Discuss Visit Cedarburg Website; and Action Thereon

Eric Stelter shared the preliminary design of the site. He has personally worked on and funded the project to this point. He will continue to work on it so that it will be ready to launch once the Board determines who should manage the site once it is developed. Discussion ensued on having the Tourism Coordinator manage the site with direction from the ED Board and TP&D. Brett Krzykowski mentioned that it will be important to have someone that can dedicate more than just a few hours per week to maintaining the site. It was determined that further discussion on the management of the site is needed at the TP&D Committee and the Economic Development Board, prior to going live with the site.

Discuss Potential Use of American Rescue Plan Funds (ARP); and Action Theron

City Administrator Hilvo provided a brief summary of the various uses of the funds. He asked that each member look at the information that was included in the budget and begin thinking of potential projects related to Economic Development. Further discussion on the potential uses of the funds will be done at the next meeting.

Discuss New Economic Development Programs and Ideas; and Action Thereon

Mike Pahl asked if there was a way to figure out visitor counts to Cedarburg. Discussion ensued. It was determined that visitor counts would be difficult to attain.

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

Discussion on potential use of American Rescue Plan (ARP) Funds.

The next meeting of Economic Development Board will be held on Wednesday, August 4, 2021 at 9:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Mike Pahl, to adjourn the meeting at 10:23 a.m. Motion carried without a negative vote with Sara Dunstone and Greg Zimmerschied excused.

Mikko Hilvo
City Administrator

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