

**ECONOMIC DEVELOPMENT BOARD**  
**September 27, 2017**

**EDB20170927-1**  
**UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 27, 2017 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Chairperson Jack Arnett at 7:00 p.m.

Roll Call:	Present:	Council Member Jack Arnett, Greg Zimmerschied, Joe Kassander, Eric Stelter, Jim Pape
	Excused:	DJ Burns, Mike Groth, Mike Pahl, Lynn Knutson
	Also Present:	Economic Development Coordinator, Mary Sheffield, Laurie Arendt, News Graphic

**STATEMENT OF PUBLIC NOTICE**

Chairperson Arnett 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 Greg Zimmerschied, to approve the July 26, 2017 minutes. Motion carried without a negative vote with DJ Burns, Mike Groth, Mike Pahl and Lynn Knutson excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS** – None

**REPORTS**

**Economic Development Coordinator Sheffield**

- The Thirsty Hammer, a DIY home décor workshop, has opened in the former Board and Brush location. The owners remain the same.
- At JJ's opened in the former Easy Street location.
- The Student Union will host a ribbon cutting on September 28 at 4:45 p.m.
- The Santa Fe Shop will host a ribbon cutting on October 5 at 5:30 p.m.
- Equipment Garage in the Birchwood building has closed.
- Ashley's Confectionary has a new owner.
- Handen Distillery and Brandywine Restaurant continue to be in progress.
- Multi-family project north of the Glen at Cedar Creek continues to move forward.
- Fiddleheads was awarded small business of the year by the Ozaukee Economic Development.
- TID No. 4 (AmCast) Joint Review Board meeting and Community Development Authority public hearing will take place on October 16.

## **UNFINISHED BUSINESS**

### **Review Project Sub-Committee Reports and List of Sub-Committees; and Action Thereon**

**Brand Strengthening:** Council Member Arnett reported a contract is being negotiated with a potential consultant. October 25 is targeted as the date to bring in the consultant to present to the School Board and the general public. October 25 is also the next scheduled Economic Development Board meeting. Greg Zimmerschied suggested the group begin the meeting by attending the consultant's presentation.

**External Communication:** No Report

**Beautification:** Joe Kassander presented his research on robot lawn mowers. He handed out packets that contained information on parks that are mowed by the City and the impact a robot mower could have to free up employees to take care of needs such as tree trimming, flower planting and general beautification. Greg Zimmerschied suggested that cutting back one or two brush pickups per year could also free up employees for other duties. Council Member Arnett felt the residents would miss the monthly pick-up, but will discuss this possibility with Director Wiza. The Board encouraged Joe Kassander to continue his research and eventually present the robot mower concept to Director Hilvo and the Park Board. Joe Kassander asked the Board to review a list of beautification items and let him know what should be added to the list. Greg Zimmerschied stated this research is being conducted in the spirit of cooperation with the City departments. Coordinator Sheffield will give Director Hilvo a copy of Joe Kassander's packet. Council Member Arnett suggested possibly testing one mower in a single park.

**Business Opportunities:** No Report – This committee should be removed from future agendas.

**Government/Regulatory:** No Report

### **Discuss Highway 60 Development; and Action Thereon**

Chairperson Arnett stated there is a group within the City made up of Council Members and City Staff that has been meeting on the business park. With the apartments moving along, the utilities to the park will be very close. A sign will not be installed, but a marketing flyer will be created and sent to possible business owners who might have an interest in the park.

### **Discuss Vision of what Type of Development is Preferred in Cedarburg; and Action Thereon**

Chairperson Arnett stated it is difficult to put a document like this in place. It is site specific. Greg Zimmerschied's intent with this discussion is to be sure any new development in an existing neighborhood (Smart Growth areas) is consistent with the look and feel of the neighborhood. Having guidelines for this would be helpful. The Board will review other community's guidelines at the October meeting. Eric Stelter offered to bring Wauwatosa and Mequon guidelines. The agenda item will be changed to Design Review Guidelines.

### **Discuss Possibility of a Business Improvement District; and Action Thereon**

Coordinator Sheffield listed the three steps to a BID development. The first step in the BID creation is businesses in the area petition the local government to create the BID. There is currently no interest by merchants to create a BID. No further discussion is necessary.

**Discuss Creek Walk; and Action Thereon**

Eric Stelter mentioned there is a private group looking at the status of the Creek Walk and suggested the Economic Development Board continue to keep it on the agenda. The Board should further define the Creek Walk purpose. Greg Zimmerschied would like to understand the costs to-date of the Creek Walk. Council Member Arnett will discuss the status of Creek Walk with Mayor Kinzel. Item to be placed on agenda in November.

**NEW BUSINESS**

**Identify Future Agenda Items; and Action Thereon**

- Review project sub-committee list
- Highway 60 development
- Design Review Guidelines (Greg Zimmerschied)
- Creek Walk (November meeting)

The next Economic Development Board meeting is scheduled for Wednesday, October 25, 2017 at 7:00 p.m. (begin meeting at Branding consultant presentation).

**ADJOURNMENT**

Motion was made by Jim Pape, seconded by Joe Kassander, to adjourn the meeting at 8:33 p.m. Motion carried with DJ Burns, Mike Groth, Mike Pahl, and Lynn Knutson excused.

Mary Sheffield,  
Economic Development Coordinator

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