

ECONOMIC DEVELOPMENT BOARD
August 4, 2021

EDB20210804-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, August 4, 2021 at 9:00 a.m. via Zoom.

The meeting was called to order by Council Member Kristin Burkart at 9:03 a.m.

Roll Call: Present: Council Member Burkart, DJ Burns, Eric Stelter, Mike Pahl, Brett Kryzkowski, Sara Dunstone, Greg Zimmerschied, Maggie Dobson

Excused: Alex Uhan

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.

APPROVAL OF MINUTES

Motion made by Eric Stelter, seconded by Brett Kryzkowski, to approve the July 14, 2021 Economic Development Board minutes. Motion carried without a negative vote with Alex Uhan excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided a demonstration and overview of the City App.

NEW BUSINESS

Presentation on the Tourism, Promotion, and Development Committee (TP&D)

This item was moved to the beginning of the meeting. Administrator Hilvo provided an overview of the Committee, its role within the City, and current financials. Further discussion was had based on questions from Board Members.

UNFINISHED BUSINESS

Discuss Branding Initiatives; and Action Thereon

Downtown Directional Signs

Administrator Hilvo showed the Board signage that would be used for wayfinding in several areas within the downtown district. Discussion ensued. Several members of the Board expressed concern that they would add clutter to the downtown historic district. The Board would be more in favor of strategically placed kiosks. Greg Zimmerschied questioned whether print material was necessary, with many people utilizing their phones to find directions to places. Chamber Executive Director Maggie Dobson stated that the Visitor Center still gets requests for directions and for printed maps. Additional discussion ensued.

The consensus of the Board was to look at potential kiosks that would be strategically placed in the downtown district. Staff will continue to research kiosk options and locations.

Discuss Broadband Initiatives; and Action Thereon

Eric Stelter provided an update. The Board will continue to look at the various options.

Discuss Visit Cedarburg Website; and Action Thereon

No discussion.

Discuss Potential Use of American Rescue Plan Funds (ARP) for Economic Development and Tourism; and Action Thereon

No discussion.

NEW BUSINESS – CONTINUED

Discuss New Economic Development Programs and Ideas; and Action Thereon

Mike Pahl asked if there was a way to figure 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, September 1, 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 Alex Uhan excused.

Mikko Hilvo
City Administrator

adk