

ECONOMIC DEVELOPMENT BOARD
September 1, 2021

EDB20210901-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 1, 2021 at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers and online utilizing the Zoom app.

The meeting was called to order by Council Member Kristin Burkart at 9:00 a.m.

Roll Call: Present: Council Member Burkart, DJ Burns, Eric Stelter, Mike Pahl, Brett Kryzkowski, Sara Dunstone (via zoom), Greg Zimmerschied, Maggie Dobson, Alex Uhan (via zoom)

Also Present: City Administrator Hilvo

STATEMENT OF PUBLIC NOTICE

Deputy Clerk Kletzien 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 August 4, 2021 Economic Development Board minutes. Motion carried without a negative vote.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following updates:

- Beautification – Parks, Recreation & Forestry Director Friess is working with a Boy Scout on his Eagle Scout project to add planters and plantings to City Hall property.
- Social Media – City Administrator Hilvo has received many positive comments.
- Business Attraction and Recruitment – Muscle and Movement Therapy moved their business to W62 N228 Washington Avenue. City Administrator Hilvo spoke with the Weil Pump/Western Road property owner, and he is willing to pay for 50% of a redevelopment plan/economic analysis study on the property, as proposed at the August 9 Common Council meeting. The owner will raze the buildings this winter and will address environmental concerns in the spring. He has had interest in the property.

UNFINISHED BUSINESS

Discuss Visit Cedarburg Website; and Action Thereon

Eric Stelter has been working with a graphic designer and developer in the UK on the new Visit Cedarburg website and the project is 80% completed. The website includes custom modules to see the latest and greatest in Cedarburg.

City Administrator Hilvo initiated a discussion on who will maintain the website and suggested that the Tourism, Promotion & Development entity oversee this website, as they represent all businesses in Cedarburg.

Tourism Coordinator Mackenzie Neumann introduced herself to the Economic Development Board by providing her background and expressing her enthusiasm for this new position.

Chamber Director Dobson expressed concern for not having input into the development of this website.

Eric Stelter explained that this website has been discussed for many years and originated at the Economic Development Board. He is using his expertise and experience to launch this project for added value to the Cedarburg brand with the intent to turn it over to a managing entity. The website is designed in such a way that it will be difficult to change the format or site and can be managed by a non-technical person.

Greg Zimmerschied explained that all of Cedarburg is missing out on a medium that most people use to plan where they visit.

It was the consensus of the Economic Development Board to finalize the website and create bylaws for managing the site prior to handing it over to Tourism, Promotion and Development to manage.

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

In answer to Council Member Burkart's question, City Administrator Hilvo stated that ARP funds may be used for 50% of the cost of the study for the Weil Pump/Western Road property.

City Administrator Hilvo explained that façade grants and reimbursement of liquor licensing fees for 2020 and 2021 is being considered for the potential use of ARP funding. It is difficult to determine a businesses need for ARP funding; therefore, a grant or reimbursement works best.

In answer to Greg Zimmerschied's question, City Administrator Hilvo stated that ARP funding may be available to the Economic Development Board if it can be justified.

DJ Burns suggested that the City consider refunding the \$10,000 cost of a reserve liquor license, if that is allowed within the guidelines. He also asked if funding could be allocated for future Smart Growth areas.

Brett Krzykowski asked if funds can be used for the parks. City Administrator Hilvo explained that some funds will be used to update the Interurban Trail and a playground project. He further explained that forms have been sent to non-profit organizations for funding consideration by the Common Council. ARP Funds will potentially be used for replacing lead pipes and sewer laterals within the City, if it is not funded through another bill being considered by the Federal Government. This is something that could be mandated by the DNR and the City needs to plan ahead.

Brett Krzykowski also suggested making a stipend available to open a new business in Cedarburg.

DJ Burns asked if the ARP Funds could be used to decrease taxes or makeup for budget shortfalls and City Administrator Hilvo said they cannot be used for this purpose.

NEW BUSINESS

Discuss New Economic Development Programs and Ideas; and Action Thereon

Eric Stelter suggested that the Economic Development Board talk about a vision for the portal into the City on Pioneer Road and how it should look, along with vacant industrial buildings and underutilized property on Washington Avenue.

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

Items suggested for further discussion include:

- Re-establishing a Revolving Loan Fund with ARP Funds, alone or cooperatively with other communities.
- Additional on-site/outdoor seating for restaurants.

The next meeting of Economic Development Board will be held on Wednesday, October 6, 2021 at 9:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Brett Krzykowski, to adjourn the meeting at 10:03 a.m. Motion carried without a negative vote.

Amy Kletzien
Deputy City Clerk

adk