

ECONOMIC DEVELOPMENT BOARD
November 3, 2021

EDB20211103-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, November 3, 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, Greg Zimmerschied, Alex Uhan

Excused - Sara Dunstone, Maggie Dobson

Also Present: City Administrator Hilvo, Council Member Patricia Thome

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 DJ Burns, seconded by Michael Pahl, to approve the September 1, 2021 Economic Development Board minutes. Motion carried without a negative vote with Sara Dunstone and Maggie Dobson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following updates:

- Brand Strengthening - The requested ARP funding for the Chamber of Commerce and Tourism/Promotion was considered at the October 25 Council meeting. As a result, the Common Council has requested additional information on how the money could be used towards Brand Strengthening in regard to Tourism, Promotion and Development moving forward. Economic Development Board Members were asked to forward any ideas to City Administrator Hilvo to present at the next TP&D meeting.
- Beautification – The plantings in front of the Community Gym have been removed and will be replaced next Spring. The Santa House is going up this week in front of the Community Gym. The Common Council will consider displaying the Kooky Cooky House (formerly displayed at Capital Court, Discovery World and the Domes) on the front lawn of City Hall during the Holidays, at the November 8 Common Council meeting.
- Social Media – No update.
- Business Attraction and Recruitment – New businesses include Cedar Creek Message and Cedarburg Mercantile. Cedarburg Square buildings were recently sold and will be attracting new businesses.

NEW BUSINESS

Presentation by CGI on Community Videos for the City Website; and Action Thereon

Andrea Tempio of CGI Digital, based in Rochester, NY, explained that their company is dedicated to serving communities and businesses across the United States. Their video programs help tell the stories of communities that make up the majority of the nation, while also putting Main Street businesses in the spotlight, and highlighting the meaningful impact they can have on their community. This important synergy is a crucial element to CGI's mantra of creativity, growth and inspiration; helping cities and the businesses that plant their roots within stand apart, bring in new residents, and have a positive impact on the people who live there. They work with the League of Municipalities and have done cost free videos for over 50 communities in the State, to-date. The process works as follows:

- The Company will provide four professional videos for the City (chosen by the City) at no charge. Typically, the first video is a welcome video and is placed on the first page of the City's official site.
- Program is based on a public/private partnership. Businesses are contacted to purchase a customized appearance on the City's website through logo's, links, etc. (cost ranges between \$250 - \$5,000).
- There are no contingencies, costs, or thresholds for the municipality, even if no businesses participate.
- Logo's of participating businesses can be placed on the homepage of the website to provide access to those participating business websites.
- The video's can be placed on multiple sites – limitless.
- CGI can track views.
- ADA Compliant.
- No cost for Community non-profit organizations.

The following questions were answered from Economic Development Board members:

- Each video is 1 – 3 minutes in length.
- A shopping list of possibilities for businesses to be included ranges from \$250 - \$5,000.
- The offer to the City is not contingent upon any participation from businesses.
- CGI reaches out to area businesses for participation.
- The links are available for three years once they are live on the website. After that period the videos are refreshed or changed at no cost.
- If the businesses respond the City could add videos or chapters.
- Other formats of the videos are allowed.
- CGI offers some consultations for SCO (Sales Cycle Optimization).

The feedback from the Economic Development Board members was positive.

Discussion followed on the Visit Cedarburg website vs. City of Cedarburg municipal website. It is possible that CGI videos could add value to the Visit Cedarburg site. Eric Stelter stated that this could hurt the revenue stream for the Visit Cedarburg site. The City will need to spend money on an SCO to have the Visit Cedarburg site flourish and be beneficial. His initial goal for the Visit Cedarburg site is to produce \$1,000/month in revenue so it is self-sustaining.

Greg Zimmerschied commented that it would be nice if the Visit Cedarburg site was as unbiased as possible and not dependent on businesses to pay for it.

Eric Stelter stated that you will not see anyone's logo on the Visit Cedarburg site, as it will be integrated in the site.

Council Member Burkart opined that the City of Cedarburg, Chamber of Commerce and the Visit Cedarburg websites all have different goals.

Motion made by Greg Zimmerschied, seconded by Brett Krzykowski, to pursue the relationship with CGI based on a positive response from City Administrator Hilvo, as a result of reaching out to two other communities that use CGI. Motion carried without a negative vote with Sara Dunstone and Maggie Dobson excused.

Consider Re-Establishing a Revolving Loan Fund with ARP Funds, Alone or Cooperatively with other Communities; and Action Thereon

City Administrator Hilvo stated that he reached out to the financial consultant for the ARP funds and they determined that a Revolving Loan Fund would be a moderate risk for the City. The details and plan need to be established before taking this item to the Common Council at a low risk. The Façade Grant program is a better fit for ARP funding.

Greg Zimmerschied stated that it is the right environment for low interest business loans and a RLF may not be needed.

Eric Stelter opined that a RLF would indicate the City is pro-business and it would not hurt to have a loan program.

DJ Burns would like the Loan to be specific to Cedarburg to incentivize the City's atmosphere. He also stated that an RLF would be good to offer to entrepreneurs, as they have a difficult time getting low interest loans. The City should fill the gap where lenders do not go by injecting money into the business community. It does not have to be a RLF to accomplish this.

Greg Zimmerschied stated that scenario would not be a low risk in any case. He would like to see a policy implemented for all businesses. He is against rewarding someone who has not contributed into a business on their own.

As other ideas were discussed, City Administrator Hilvo reminded the Board that the funds need to be used for a specific use towards lost revenue.

It was a consensus of the Board to continue doing research on Revolving Loan Funds.

Eric Stelter opined that a RLF would not be worth having, if the amount available would be under \$50,000.

Discuss Additional On-Site/Outdoor Seating for Restaurants; and Action Thereon

Michael Pahl expressed disappointment in what little the City has done to help establishments and would like to see seating spill out into the sidewalks and street.

Eric Stelter would like to see a bump out area in three or four parking spots in front of businesses such as North 48 to enhance the vibrancy of downtown.

Michael Pahl stated that it would add value and be a net gain for the City if PJ Piper were allowed to expand their seating outside in front of their building.

Council Member Burkart stated it might be beneficial to research ways to increase the sidewalk space or make the downtown more walkable.

Greg Zimmerschied suggested that any decisions are not a benefit to one and a detriment to another, walkable, and don't distract from what the City has going. One downfall to a historic district is that it is not conducive for some businesses to survive.

Eric Stelter stated that the City needs to be forward thinking with the downtown area and promote active businesses.

Michael Pahl suggested closing Washington Avenue on one day a month for business only; possibly on a Sunday from 1 p.m. – 3 p.m. Alex Uhan explained that this is what Small Business Saturday was about and events should be planned to promote businesses in Cedarburg. Council Member Burkart stated that people still talk about 53012 day and this type of event should be explored again.

City Administrator Hilvo stated that it is costly to close Washington Avenue.

Council Member Thome reminded the Board to think about the Creek Walk.

Discuss New Economic Development Programs and Ideas; and Action Thereon

Greg Zimmerschied suggested working on business standards and expectations for new Cedarburg businesses; to work from a position of strength by keeping the standards high and encourage raising the bar.

Eric Stelter wants to explore making an action item relating to a couple of outdoor seating areas for the upcoming season.

Eric Stelter would like to address the lack of larger scale restaurants or larger potential hotels and how to encourage this type of business. Greg Zimmerschied said this could be encouraged through a swap, TIF, or a private group such as Forward Restaurants, or something of that nature, that could get money together to make it happen.

Identify Future Agenda Items and Confirm Next Meeting Date (December 1, 2021); and Action Thereon

Items for next meeting:

- Brief Updates
- Cedarburg Business standards
- Outdoor seating
- CedaLight program on downtown buildings

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EDB20211103-5
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The next meeting of Economic Development Board will be held on Wednesday, December 1, 2021 at 9:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Council Member Burkart, to adjourn the meeting at 10:37 a.m.
Motion carried without a negative vote with Sara Dunstone and Maggie Dobson excused.

Amy Kletzien
Deputy City Clerk

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