

ECONOMIC DEVELOPMENT BOARD
February 9, 2022

EDB20220209-1
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, Eric Stelter, Mike Pahl, Brett Kryzkowski, Greg Zimmerschied, Alex Uhan. Sara Dunstone

Excused - DJ Burns, 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 Eric Stelter, seconded by Mike Pahl, to approve the November 3, 2021 Economic Development Board minutes. Motion carried without a negative vote with DJ Burns and Maggie Dobson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following updates:

- Brand Strengthening - The TP&D Committee has this item on their agenda for discussion. The Chamber of Commerce is promoting Love Your Business.
- Beautification – The Parks, Forestry and Recreation Department and the TP&D Committee are working together on beautification in the City.
In answer to Greg Zimmerschied's question, Administrator Hilvo stated that there was an accident on the Highland Bridge that caused approximately \$40,000 - \$50,000 damage and it will be fixed this year. Greg Zimmerschied would like the bridges restored to the Works Progress Administration (WPA) era. The Columbia Road Bridge needs some tuckpointing work. City Administrator Hilvo will promote further discussion on repairing this bridge. Greg Zimmerschied noticed some fallen trees along the banks of Cedar Creek, north of Cedar Creek Park, on the left side towards the mill that should be removed. He would like the area brought back to the visual that it was. City Administrator Hilvo will talk to Parks, Recreation & Forestry about the removals while the creek is frozen.
- Social Media – Items of City interest are being posted on various social media sites by Recreation Superintendent Anderson, along with the Police Department and the Library postings.
- Business Attraction and Recruitment – Administrator Hilvo attended a ribbon cutting for Embodied, LLC on Hanover Avenue

UNFINISHED BUSINESS

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

City Administrator Hilvo explained that outdoor tents are currently being discussed at Plan Commission and asked if there was a need for front seating.

Eric Stelter suggested trying a few locations in 2022. Brett Kryzkowski opined that these requests should be business driven and not City driven, due to current parking issues and a narrow main street. City Administrator Hilvo suggested taking this idea to the Plan Commission and Landmarks Commission for their input.

It was the consensus of the Board to have City Administrator Hilvo contact four to six businesses to ask them if they would be interested in spending up to \$10,000 for an outdoor seating area in front of their business, before any further discussion. City Administrator Hilvo will make contacts and report back to the Economic Development Board.

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

City Administrator Hilvo stated that there is no current activity to warrant re-establishing a Revolving Loan Fund at this time.

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

City Administrator Hilvo explained that he is asking the Common Council to consider \$60,000 in ARPA funds to create a full-time position within the Chamber and TP&D to relieve the Director and allow her to concentrate on other areas and businesses. He explained that the room tax pays for a part-time position, but they could use additional help in the long term. He believes this would be the best use of ARPA funds for businesses.

Discussion ensued on the pros and cons of using ARPA funds to help the Chamber of Commerce.

City Administrator Hilvo explained that ARPA funds are Federal Government funds, and the City has been entrusted to use it for helping businesses and provide taxpayer relief. By assisting in funding the TP&D position through the Chamber of Commerce, this will help bring tourism to the City and help local businesses.

Council Member Thome was in favor of funding this position to help all businesses in the City.

Broadband internet was a topic of discussion for the downtown area. With the advancement of technology and cell services, it may be available in the future at a much lower cost. City Administrator Hilvo explained that ARPA funds have been requested by the Library for Chromebooks and hotspots for checkout and this will provide additional access for citizens.

Discuss Community Showcase Video Program; and Action Thereon

No update was available.

NEW BUSINESS

Discuss Directional Signage in the Downtown District; and Action Thereon

Greg Zimmerschied suggested wayfinding signage as a way of providing direction in a professional and high level manor that does not detract and clutter the City.

City Administrator Hilvo explained that some signage has already been updated. This is an item that could be assigned to TP&D. The Public Works Department will remove the City entrance sign when a new one is made, as there are no contractors available at this time to make a sign.

Discuss Establishing Cedarburg Business Standards; and Action Thereon

Greg Zimmerschied suggested providing a one page statement to new businesses explaining the City's standards along with the required guidelines of the Landmarks Commission and Plan Commission. He would like the statement to encourage new businesses to make their best effort in adding to what the City already has without trying to change it.

Council Member Burkart stated that a common complaint from new business owners is that they did not know what they needed to do to meet the City's Code.

City Administrator Hilvo will bring a list of contact information to the next meeting for review.

Discuss CedaLight Program on Downtown Buildings; and Action Thereon

City Administrator Hilvo explained that the CedaLight program needs attention. It needs to be managed and invested in, to keep the lights in good condition. He suggested that TP&D could oversee the lights if the Community wants to continue the program.

It was the consensus of the Board to support the continuation of this program.

The Common Council will discuss this program at their February 14 meeting.

Discuss New Economic Development Programs and Ideas; and Action Thereon

A brief update was provided on the Western Avenue property.

Eric Stelter suggested limiting the number of service businesses in the City and to research how other communities are doing this.

Identify Future Agenda Items and Confirm Next Meeting Date (March 2, 2022); and Action Thereon

Items for next meeting:

- Brief Updates
- Cedarburg Business standards
- Outdoor seating
- Limiting the number of Service type businesses in downtown Cedarburg

The next meeting of Economic Development Board will be held on Wednesday, March 2, 2022 at 9:00 a.m.

ADJOURNMENT

Motion made by Council Member Burkart, seconded by Greg Zimmerschied, to adjourn the meeting at 10:35 a.m. Motion carried without a negative vote with DJ Burns and Maggie Dobson excused.

Amy Kletzien
Deputy City Clerk

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