

ECONOMIC DEVELOPMENT BOARD
March 2, 2022

EDB20220302-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, March 2, 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, Mike Pahl, Brett Kryzkowski, Greg Zimmerschied, Alex Uhan. Sara Dunstone (via zoom), Maggie Dobson, DJ Burns,

Excused - Eric Stelter

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 Brett Krzykowski, seconded by Council Member Burkart, to approve the February 9, 2022 Economic Development Board minutes. Motion carried without a negative vote with Eric Stelter excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following updates:

- Brand Strengthening – N/A
- Beautification – N/A
- Social Media – N/A
- Business Attraction and Recruitment – City Administrator Hilvo displayed the approved rezoning on Western Avenue, paving the way for a new development. The proposed development will be presented at the Community Development Authority, Plan Commission, Common Council and Joint Review Board in the future. North Star Medical is opening in the Lumberyard building.

Council Member Report – None

UNFINISHED BUSINESS

Discuss Establishing Cedarburg Business Standards; and Action Thereon

City Administrator Hilvo displayed the Economic Development page on the City of Cedarburg website. The Board discussed ways of making the website more helpful to new businesses and displaying standards for them to follow.

The current page displays:

- A Great Place to Locate a Business
- Cedarburg Chamber of Commerce
- Tourism, Promotion, & Development Committee
- Available Commercial Space
- Cedarburg Business Park
- Business Park Land for Sale
- Cedarburg Hotel Market Study
- Demographics
- Loan Fund
- Room Tax Information
- Tax Incremental Financing
- Maps
- Online Resources
- Testimonials
- Façade Improvement Program – 6 applications have been received
- Mainstreet Bounceback Grants
- Restaurant Grants
- Small Business Grants
- Smart Growth Area #2 – Western Ave Site Potential Development
- Using the Cedarburg Brand
- Cedarburg Discover Wisconsin Video

The Board made the following suggestions:

- Move the checklist for opening a business as a bulleted item on the left and display as a separate link to webpage.
 - Highlight as a Great Place to Start a Business.
 - Add statement that list is a starting point and additional reviews may be necessary for businesses in the historic district or for zoning changes. Check with City before fabricating signs, etc.
 - Add statement that business owner is responsible for their due diligence in meeting requirements and standards.
 - Greg Zimmerschied, Brett Krzykowski, and Mike Pahl to work on standards to add to website and bring to next meeting for review.
 - Add link to applications for various departments.
- Add a “click here” link to Available Commercial Space to go directly to list.
 - Request picture to post with address listing.

Establishing business standards and the website will be reviewed again at the next meeting.

NEW BUSINESS

Discuss Limiting Service Businesses in Downtown Cedarburg; and Action Thereon

It was determined that the Wisconsin State Statutes does not allow limiting service businesses. The Board discussed how important it is to get people to walk downtown. It has always been on the forefront to attract more stores and restaurants. The main goal is to be a viable destination for residents and visitors.

In answer to Mike Pahl's question, Chamber Director Dobson will do an inventory of downtown businesses for a reference. She cautioned that downtown businesses are cyclical, and the list will change.

DJ Burns suggested using available mechanisms to help business owners obtain the highest and best uses and to help existing businesses remain strong.

Council Member Burkart and City Administrator Hilvo are working with Katie Kubiak on an accessibility plan for downtown businesses and helping them become more ADA compliant. The Façade grant can be used for an ADA ramp.

It is not in the City's purview to limit the types of businesses in the downtown area. City Administrator Hilvo will network at an upcoming Administrator's conference for other ideas to keep the downtown viable.

Discuss New Economic Development Programs and Ideas; and Action Thereon

The Board Members brainstormed on ideas to reach out to residents and nearby communities on what is available downtown Cedarburg and the merits of shopping local. Residents seem to be unaware of the offerings in downtown Cedarburg and it may help to have an event just for them, similar to the 53012 Day that was held in the past.

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

Items for next meeting:

- Brief Updates
- City of Cedarburg/Economic Development website
- Cedarburg Business standards
- Future meeting date and time
- Discuss marketing to City residents and close surrounding communities for local events

The next meeting of Economic Development Board will be held on Wednesday, April 6, 2022 at 9:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Brett Krzykowski, to adjourn the meeting at 10:01 a.m. Motion carried without a negative vote with Eric Stelter excused.

Amy Kletzien
Deputy City Clerk

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