

ECONOMIC DEVELOPMENT BOARD
April 6, 2022

EDB20220406-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, April 6, 2022 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 9:03 a.m.

Roll Call: Present: Council Member Kristin Burkart, Mike Pahl, Brett Kryzkowski, Alex Uhan, Maggie Dobson (non-voting)

Excused - Eric Stelter, DJ Burns, Sara Dunstone

Also Present: City Administrator Hilvo, Deputy City Clerk Amy Kletzien

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 Council Member Burkart, seconded by Alex Uhan, to approve the March 2, 2022 Economic Development Board minutes. Motion carried without a negative vote with Eric Stelter, DJ Burns, and Sara Dunstone excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following updates:

- Brand Strengthening – City Administrator Hilvo explained that he has been working with a company for over a year on the City entrance sign and continues to work on this update.
- Beautification – Plans are underway for the flowerbeds this season.
- Social Media – N/A
- Business Attraction and Recruitment – Downtown locations are filling, and the trend is toward service businesses.

Council Member Report – The Common Council will consider TID #7 at the April 19 meeting.

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 made the following suggestions:

- Add: the “standards” to the Opening a Business in the City of Cedarburg heading.
- Add: the checklist is here and have direct links rather than email addresses.
- Create a form to submit available spaces to website.

- Send a monthly survey to participants for timely updates.

The Board will continue to review and update this section of the website.

NEW BUSINESS

Discuss City of Cedarburg/Economic Development Website; and Action Thereon

Chamber of Commerce Director Dobson provided a chart showing the basic industry demographics of Downtown Cedarburg businesses.

Restaurants/Bar/Coffee/Bakery/& Retail – 39%

- Retail (50)
- Restaurant/Bar/Coffee/Bakery (26)

Service (23) - 35%

Hotel/AirBNB (8) - 12%

Museum/Culture/Event Space (5) - 8%

Church (2) - 3%

Available Space (2) - 3%

Director Dobson stated that coming out of the pandemic, the trend is skewing towards small service businesses opening.

Council Member Burkart would like to see the higher visibility location remain as restaurants, etc., rather than small service businesses. The malls used to be walkable and now the City has this to offer.

Director Dobson stated that online sales are a big threat, and she is concerned with businesses choosing not to be open certain days and times. It is harder to bring people back if businesses are closed on Monday and Tuesday.

Alex Uhan questioned whether it could be a business standard to be open so many days per week. Council Member Burkart suggested conveying that the “The expectation is....”

City Administrator Hilvo explained that the Visit Cedarburg Website is 95% complete.

Director Dobson indicated that there needs to be bylaws or standards for operation of the website.

Brett Krzykowski indicated that it should be inclusive of all businesses. The manager should make contact with non-members of the Chamber and see that opportunities are going out to all businesses.

City Administrator Hilvo will speak with Eric Stelter about creating bylaws for operation of the site.

Director Dobson will be managing the site until someone is hired.

Discuss Marketing to City Residents and Close Surrounding Communities for Local Events; and Action Thereon

Director Dobson explained that residents do shop downtown, and it is not solely a tourist City. Tourism is

the cream on top and businesses need to realize this.

Council Member Burkart explained that the City is doing their best to bring people downtown and businesses should be told that people are working for them, and they need to help by being open. She also suggested special advertising for Mother's Day and Father's Day to encourage local residents to spend time downtown with a map and have some fun with added events.

Council Member Burkart also suggested utilizing TikTok and showing more videos of people spending time downtown.

Alex Uhan suggested working harder to reach more residents within a ten mile radius, by using billboards, adding signage, and distributing pamphlets.

Director Dobson explained that there are tourism videos and events designed for large and small audiences. A helpful campaign would be "Visit, Just Because."

The Board discussed what their roll could be in marketing residents and the importance of the Chamber of Commerce and TP&D to be a cohesive group. City Administrator Hilvo stated that the Economic Development Board is a useful source for ideas to be discussed and passed along.

Discuss New Economic Development Programs and Ideas; and Action Thereon

City Administrator Hilvo will share the City's Strategic Plan with the Economic Development Board and possibly develop their own three-year plan.

City Administrator Hilvo asked that a Report be added to each agenda from Tourism, Promotion and Development (TP&D) and the Chamber of Commerce.

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
- Discuss marketing to City residents and close surrounding communities for local events
- Strategic Plan
- Future meeting date and time

The next meeting of Economic Development Board will be held on Wednesday, May 4, 2022 at 9:00 a.m.

ADJOURNMENT

Motion made by Council Member Burkart, seconded by Alex Uhan, to adjourn the meeting at 10:14 a.m. Motion carried without a negative vote with Eric Stelter, DJ Burns, and Sara Dunstone excused.

Amy Kletzien
Deputy City Clerk