

ECONOMIC DEVELOPMENT BOARD
June 1, 2022

EDB20220601-1
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 9:00 a.m.

Roll Call: Present: Council Member Kristin Burkart, Anna Marie Armbruster, DJ Burns, Sara Dunstone (via zoom) Mike Pahl (via zoom) Brett Kryzkowski, Alex Uhan, Maggie Dobson (non-voting)

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.

ELECTION OF VICE-CHAIRPERSON; AND ACTION THEREON

Motion made by DJ Burns, seconded by Brett Kryzkowski, to nominate Michael Pahl as Vice-Chairperson. No other nominations were made. Motion carried without a negative vote.

City Administrator Hilvo introduced new member Anna Marie Armbruster

APPROVAL OF MINUTES

Motion made by Council Member Burkart, seconded by Brett Kryzkowski, to approve the April 6, 2022 Economic Development Board minutes. Motion carried without a negative vote.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following updates:

- Brand Strengthening – City Administrator Hilvo has ordered the City Entrance sign at Pioneer Road, and it should be installed this summer.
- Beautification – The front of the Community Gym has been enhanced with new plantings. He is working on a Jim Coutts Legacy seating area around the patio bricks in front of the gym.
- Social Media – Ongoing.
- Business Attraction and Recruitment – Dunkin Donuts is interested in building a store on the Corky's site and the concept review will be presented to the Plan Commission in June.

Council Member Report – The Common Council approved ‘No Mow May.’

UNFINISHED BUSINESS

Discussion and Possible Action on Marketing to City Residents and Close Surrounding Communities for Local Events

The Board Members discussed various advertising methods including:

- Sponsored ads within fifty mile radius
- Instagram
- Facebook
- Visit Cedarburg website
- Holiday advertising

The following messaging and target audiences were discussed:

- Highlight smaller events
- Image advertising on Facebook and for Holidays
- “Rediscover Downtown”
- Consistent messages to “Buy Local”
- “If you haven’t been downtown lately, have you tried....”

Businesses closing early or not opening on selective days is a concern. This problem is not unique to Cedarburg and is a result of short staffing in most cases.

City Administrator Hilvo will work the Chamber of Commerce and Tourism, Promotion and Development to use Facebook and cross-post ads. The City will also post the sixty-second clips that will be showing soon on the Chamber website.

NEW BUSINESS

Discussion and Possible Action on a Strategic Plan for the Committee

City Administrator Hilvo explained that developing a strategic plan to include a mission statement, vision statement, and various objectives would be helpful.

City Administrator Hilvo introduced the Cedarburg’s Community Vision 2001 to 2020 that was done by the Blue Ribbon Visioning Committee that provided insight into the hopes and vision of citizens for the future of Cedarburg that was gathered through various groups. He suggested that the Economic Development Board could be that committee that formulates a plan for the next ten years.

Discussion and Possible Action on New Economic Development Programs and Ideas

Michael Pahl requested that City Administrator Hilvo provide a boundary map resulting from the agreement with Town of Cedarburg to see what options are available for future growth.

Alex Uhan stated that he worked with Groth Architects in 2018-2019 to create a plan to build new grandstands (phase 1) and a new entrance (phase 2) to Fireman’s Park, along with a Fire Station museum under the grandstands. It is a big plan and would require financing. Ozaukee County Fair is the only fair that does not have usable grandstands.

Council Member Burkart asked to discuss Smart Growth Area #1 (St. John Avenue and Madison Avenue) at a future meeting.

Identify and Possible Action on Future Agenda Items and Confirm Next Meeting Date (July 6, 2022); and Action Thereon

Items for next meeting:

- Brief Updates
- Smart Growth Area #1
- Fireman's Park plan
- Strategic Plan
- Future meeting date and time

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

ADJOURNMENT

Motion made by DJ Burns, seconded by Brett Kryzkowski, to adjourn the meeting at 10:00 a.m. Motion carried without a negative vote.

Amy Kletzien
Deputy City Clerk

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