

ECONOMIC DEVELOPMENT BOARD
July 6, 2022

EDB20220706-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, July 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, Michael Pahl, Brett Kryzkowski, Alex Uhan, Maggie Dobson (non-voting)

Excused: Sara Dunstone, DJ Burns,

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 Michael Pahl, seconded by Brett Kryzkowski, to approve the June 1, 2022 Economic Development Board minutes. Motion carried without a negative vote with Sara Dunstone and DJ Burns excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following update:

- Beautification – Planning continues for the Jim Coutts Legacy seating area in front of the gym. Fundraising will begin once it is approved by the Common Council.

Council Member Burkart reported that the Common Council approved a Dunkin Donuts on the Corky's site on Washington Avenue.

Chamber of Commerce Director Dobson explained that the fireworks will be scheduled to another time and will possibly be incorporated with another event. A Star Wars event is planned at the CPAC on August 18. A Corn Hole Chamber event will be held on August 11 at the Fermentorium. The Tourism, Promotion and Development Committee is looking for ways to promote the south end of Washington Avenue. Some freestanding wood signage may be added in areas.

UNFINISHED BUSINESS

Discussion and Possible Action on a Strategic Plan for the Committee

City Administrator Hilvo reviewed the City's Strategic Plan and invited members to make suggestions in the Support Economic Development section of the Plan.

Discussion ensued and the following updates will be made to the Strategic Plan:

- Add: Develop a plan for Pioneer Road and South Washington Avenue Business District.
 - Develop a plan for the South Business District in 2022-2023
 - Attract a hotel, fast food restaurants, and other businesses to the Pioneer Rd./South Washington Avenue Business District.
 - Evaluate traffic flow options on South Washington Business District.

NEW BUSINESS

Discuss Fireman's Park Plan

Alex Uhan explained that he worked with Groth Architects over a three month period to develop a concept plan for Fireman's Park. The concept plan contains the following:

Phase I – Grandstands

- Below – create an easy flow under the grandstands with three bars, with three garage doors to the outside and one at each end, high-top tables, and Fire Department history museum.
- Above – individual seating for 2,000-3,000 people, six sections, ADA accessible, VIP deck, and enhanced lighting.
- Entrance to grandstands – keep original Fireman's Park sign, retain gate area with ticket/information booth and turnstiles.
- Renovate restrooms.

Phase II – Entrance and Enhancements

- New entrance to park in the same location.
- Behind grandstands (west side) – plaza area with seating.
 - Could be an extension to downtown Cedarburg for special events.

Alex Uhan explained that the multi-million dollar project would need to be privately funded. The Fire Department would still have full control of Fireman's Park and all rentals would go directly to them because they own the property.

Discussion and Possible Action on Smart Growth Area #1

City Administrator Hilvo provided an overview of the property stating that it is owned by Mercury Marine and is being monitored by the DNR and EPA. The land is capped and cannot be disturbed by digging into it.

Council Member Burkart asked that any future plans recognize the quality and character of the surrounding neighborhood and added that she prefers single homes on this property.

Anna Marie Armbruster stated that there is a huge need for regular single-family homes and would prefer to save this land for this purpose.

If single-family homes are not an option on this property, the members would be in favor of a pocket neighborhood that do not all look the same.

City Administrator Hilvo explained that this will help with future conversations and the next step is to talk to the EPA, DNR, and Mercury Marine to let them know that the City prefers single-family homes on this property.

Discussion and Possible Action on New Economic Development Programs and Ideas – None.

Identify and Possible Action on Future Agenda Items and Confirm Next Meeting Date (August 2, 2022 at 9:00 a.m.); and Action Thereon

Items for next meeting:

- Brief Updates
- Smart Growth Area #1
- Strategic Plan (concentrating on the south end of Washington Avenue)
- 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 Brett Kryzkowski, seconded by Michael Pahl, to adjourn the meeting at 10:06 a.m.
Motion carried without a negative vote with Sara Dunstone and DJ Burns excused.

Amy Kletzien
Deputy City Clerk

adk