

ECONOMIC DEVELOPMENT BOARD
October 5, 2022

EDB20221005-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, October 5, 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, Alex Uhan,
Mark Roller, Maggie Dobson (non-voting)

Excused: DJ Burns, Michael Pahl

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 Alex Uhan, seconded by Anna Marie Armbruster, to approve the July 6, 2022 Economic Development Board minutes. Motion carried without a negative vote with DJ Burns and Michael Pahl excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following update:

- Brand Strengthening – The south entrance sign has been updated. TPD is using temporary free standing signage on Columbia Road and near the Community Gym to promote the City and provide directions.
- Beautification – The downtown flower baskets have been winterized.
- Social Media – The Visit Cedarburg website is on hold. View *Experience Cedarburg* on Instagram through the Chamber of Commerce.
- Business Attraction and Recruitment – Dunkin Go, Monster Donuts, and Brunch will be opening in the City.

Chamber of Commerce Director Dobson explained that they have added fifteen new members in the last two months. They have helped businesses bounce back with grants. The shops in the Cedar Creek Settlement are nearly full. There are new businesses in the Hanover Avenue strip. The Chamber of Commerce, with contributions from WILO, will be offering their Gift Card Extravaganza again this year.

UNFINISHED BUSINESS

Discussion and Possible Action on a Strategic Plan for the Committee

South End of Washington Avenue

Council Member Burkart explained that the Western Road development started this conversation and spilled over to look at possible ideas for improving South Washington Avenue.

City Administrator Hilvo reviewed all the buildings and properties along South Washington Avenue to give the members an idea of what is possible, and the following suggestions were made:

- Contact fast food businesses
- Incentivize cleanup
- A public space building would be attractive (similar to Public Market in Mequon)
- A space for entertaining children

The Pioneer Road property was discussed. Current plans include a future nature park and Water Recycling Center. There is a section in the front near Pioneer Road that would accommodate a new sports complex that would require a public/private partnership.

Discussion and Possible Action on Smart Growth Area #1

This property is located in a very unique neighborhood and will require continued conversation. Items to consider include:

- Trend is that suburbs need more single-family homes.
- Investigate row homes that do not all look the same.
- Basements will not be allowed on this property.
- Fragmenting the property is preferred over one developer.
- Keep vitality of current neighborhood.

The members will talk to people in the community and return with examples for the property.

NEW BUSINESS

Discussion and Possible Action on New Economic Development Programs and Ideas

The Economic Development Board will discuss allowing electric golf carts throughout the City at the November meeting.

Identify and Possible Action on Future Agenda Items and Confirm Next Meeting Date (November 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)
- Consider allowing golf carts throughout the City
- Future meeting date and time

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

ADJOURNMENT

Motion made by Alex Uhan, seconded by Anna Marie Armbruster, to adjourn the meeting at 10:01 a.m.
Motion carried without a negative vote with DJ Burns and Michael Pahl excused.

Amy Kletzien
Deputy City Clerk