

ECONOMIC DEVELOPMENT BOARD
April 5, 2023

EDB20230405-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, April 5, 2023 at 9:00 a.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Kristin Burkart at 9:00 a.m.

Roll Call: Present - DJ Burns, Michael Pahl, Anna Marie Armbruster, Mark Roller,
Council Member Burkart

Also Present - City Administrator Hilvo

Excused - Maggie Dobson, Alex Uhan

STATEMENT OF PUBLIC NOTICE

Administrator Hilvo 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 Mark Roller, to approve the minutes from the March 8, 2023 meeting. Motion carried without a negative vote with Alex Uhan and Maggie Dobson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

City Administrator Hilvo reported on the additional installation of holiday lights next holiday season and a potential Business Park letter of intent on lot #4.

Council Member Burkart provided a report on local development recently approved by the Common Council.

UNFINISHED BUSINESS

Discussion and Possible Action on Wi-fi Service and Speakers in Downtown Cedarburg

Discussion ensued on the pros and cons of Wi-fi service and speakers within the downtown Historic District. It was determined that putting speakers in the downtown area would be a concern among business owners and residents since they already deal with ongoing music during the summer months. The discussion on Wi-fi centered around the need and purpose for it especially with more 5G services being available. After some additional discussion, the Committee asked City Administrator Hilvo to reach out to a couple of providers to see if they would be willing to come present their ideas for Wi-fi service in the area.

NEW BUSINESS

Discussion and Possible Action on Location of a Dog Park

Discussion was held on potential locations. City Administrator Hilvo recommended looking at the City Entrance park as a possible location based on it being underutilized currently. Discussion ensued and it was discussed that a dog park in this location would help bring additional traffic to the South Business District and not have an effect on residential areas in the City. The Committee recommended that this item be brought to the Parks, Recreation and Forestry Board for further discussion with the recommendation that a dog park be located at City Entrance park.

Discussion and Possible Action on Location for a Convenience Store

Discussion was held on potential locations. It was determined that the current locations are adequate. No further discussion or action is needed on this item.

Discussion and Possible Action on Branding the South Business District

Discussion on branding the South Business District included extending the holiday light program to that area, making the entire area more pedestrian friendly, adding city beautification projects, adding signage to and providing better access from the interurban trail to the businesses, adding a dog park, adding charging stations near local businesses, and continuing to work with the Engineering Department on a plan to incorporate bike lanes and pedestrian walkways/crosswalks along Washington Ave.

The Committee will also discuss further branding with consideration of the recent branding efforts made in the City.

Discussion and Possible Action on New Economic Development Programs and Ideas

The Committee determined that this topic is similar to item E. on the agenda. This item will be removed from future agendas.

Discussion and Possible Action on Future Agenda Items and Confirm Next Meeting Date

- Branding South Business District
- Wi-Fi presentation
- The next Economic Development Board meeting will be held on Wednesday, May 3 at 9:00 a.m.

ADJOURNMENT

Motion was made by DJ Burns, seconded by Mike Pahl, to adjourn the meeting at 10:11 a.m. Motion carried without a negative vote with Maggie Dobson and Alex Uhan excused.

Mikko Hilvo
City Administrator

adk