

ECONOMIC DEVELOPMENT BOARD
June 7, 2023

EDB20230607-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, June 7, 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 Kevin Curley at 9:00 a.m.

Roll Call: Present - Council Member Kevin Curley (left meeting at 10:00 a.m.),
Michael Pahl, Anna Marie Armbruster (arrived at 9:21 a.m.), Mark
Roller, Alex Uhan, DJ Burns, Maggie Dobson

Also Present - City Administrator Hilvo
Dale Romsos, Director of Telecom Services for VMC LLC.

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 Alex Uhan, seconded by Mark Roller, to approve the minutes from the May 3, 2023 meeting. Motion carried without a negative vote with Anna Marie Armbruster excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

City Administrator Hilvo reported that Brunch Cedarburg will have their grand opening on Saturday, June 10, 2023. The Jim Coult's Memorial Wall dedication will be held on Sunday, June 11 from 1:00 p.m. – 3:00 p.m. Dunkin Go should be opening in June.

Chamber of Commerce Director Maggie Dobson reported on the State of the Community event to be held on June 13 and invited the Members to attend. Plans are underway for the 4th of July Parade and Fireworks. The Chamber has 360 members.

UNFINISHED BUSINESS

Presentation and Discussion on Small Cell Sites and Public Wi-Fi Services in Downtown Cedarburg; and Action Thereon

Director Dale Romsos of VMC LLC provided an informative presentation on small cell sites and public Wi-Fi services. He stressed how important it is for a municipality to plan for the future. This can be achieved by creating an ordinance for small cell sites to define the areas and standards for this use ahead of time. The following key points should be considered:

- Use of all utility rights-of-way
- Commercial and residential development
- Smart City development
- City infrastructure planning and development

- Engineering standards (ex. Light structures)

Mr. Romsos showed the various types of equipment that is attached to light structures. The equipment can be strategically placed to utilize banner arms to hide radios, AC/DC power converters and other equipment.

Mr. Romsos provided the following comments:

- Cable tv will be gone in the future.
- A benefit to the City providing Wi-fi is for access in parks and local vendors, however, it is very expensive to keep it updated.
- Small cell providers like to take the path of least resistance and will build if there is a need.
- Satellite service will not be an option.
- Fiber is the backbone of networks to provide long term evolution, along with faster more reliable service.
- He encouraged the City to develop a plan for installing fiber.

Council Member Curley left the meeting at 10:00 a.m.

Discussion on Branding the South Business District; and Action Thereon

City Administrator Hilvo reported that signs will be placed on the Interurban Trail to bring people into the City.

City Administrator Hilvo explained that the City needs to develop a plan and find funding to fix the road on South Washington Avenue. It is not a simple process, and it will be very costly.

NEW BUSINESS

Review and Certify Code of Ethics; and Action Thereon

The Members reviewed and certified the Code of Ethics.

Identify Future Agenda Items and Confirm Next Meeting Date; and Action Thereon

- Branding South Business District
- Wi-Fi
- Tour of the Etek building on Pioneer Road and Washington Avenue
- The next Economic Development Board meeting will be held on Wednesday, August 2, 2023 at 9:00 a.m.

ADJOURNMENT

Motion was made by DJ Burns, seconded by Michael Pahl, to adjourn the meeting at 10:03 a.m. Motion carried without a negative vote with Council Member Curley excused.

Amy Kletzien
Deputy City Clerk