

ECONOMIC DEVELOPMENT BOARD
August 2, 2023

EDB20230802-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, August 2, 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, Anna Marie Armbruster, Mark Roller, Megan Schelwat, Maggie Dobson
	Excused -	Michael Pahl, Alex Uhan, DJ Burns
	Also Present -	City Administrator Hilvo

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 Megan Schelwat, seconded by Anna Marie Armbruster, to approve the minutes from the June 7, 2023 meeting. Motion carried without a negative vote with Michael Pahl, Alex Uhan, and DJ Burns excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

City Administrator Hilvo reported that the Public Works & Sewerage Commission denied the use of golf carts in the City based on traffic and downtown parking concerns. City Administrator Hilvo has been in contact with commercial brokers regarding the addition of chain businesses on South Washington Avenue.

Council Member Curley expressed pride in the community and serving on this Board along with current events happening in the City.

Director Dobson explained that tourism is much different in the summer months and they have been very busy. The Fourth of July event was very successful and was enjoyed by many in the community. Strawberry Festival creates a lot of interest in Cedarburg. The tourism umbrella of the Chamber of Commerce is working on the lights on the downtown buildings and trying to make them permanent, cost effective, and cohesively attractive in the Downtown District. Director Dobson extended an invitation to the Ladies Who Lead event on September 19.

UNFINISHED BUSINESS

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

City Administrator Hilvo opened conversation among the members on small cell sites and public Wi-fi services in downtown Cedarburg.

Mark Roller suggested that the Public Works and Sewerage Commission develop guidelines for cell companies who want to do work in the City. Technology is leading to small cell service and is advancing quickly.

Megan Schelwat stated that people are not staying for extended periods of time in her business and Wi-Fi is not necessary.

Anna Marie Armbruster explained that most of the businesses provide Wi-Fi when it is advantageous for their customers. She stated that it was more important to provide regulations and zoning guidelines for phone utilities.

City Administrator Hilvo explained that the City is contracted with First Net to provide priority service to emergency personnel and public works employees.

Director Dobson explained that it is hard to get cell service during Festivals but that is a carrier issue and it does not warrant the expense of a special service for those intermittent events.

Council Member Curley agreed that the City should develop guidelines soon. The aesthetics in the downtown area are important and it would also help the City to prepare for the infrastructure in future development areas.

Discussion on Branding the South Business District; and Action Thereon

City Administrator Hilvo explained that a boutique style hotel (not a chain hotel) is interested in building on Pioneer Road, with a possible restaurant in the future, which will enhance the entrance into the City. They will present their plan to the Community Development Authority and the Common Council in late August and early September. The hotel will be family-friendly and should attract families involved in sporting events in the area. In this case, it should not be any competition for the Inns in Cedarburg. The benefits of the plan far outweigh the negative. The business will bring approximately \$90,000 in additional room tax for tourism, promotion, and development. It should also help attract newer business to the City.

In answer to Anna Marie Armbruster's question, City Administrator Hilvo explained that the hotel will have three floors.

City Administrator Hilvo explained that it would be best to publicize the current branding for the City to new businesses in the South Business District, rather than creating a separate brand for this area.

Director Dobson suggested that adding a cohesive look to this area, such as wood-wrapped light poles, etc. may help.

The Board discussed possible events that could be held to increase visibility to the South Business District. Cost effectiveness is a factor in planning an event for this area.

In answer to Mark Roller's question, City Administrator Hilvo explained that discussion on the proposed dog park will be discussed at a Parks, Recreation & Forestry Board meeting. The park will be named Jake's Run in memory of Cedarburg's first K9. City Administrator Hilvo also clarified that the dog park in the Fox Run subdivision will not be open to the public.

A food truck night at Echo Plaza and increased space for pickleball were discussed.

NEW BUSINESS

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

City Administrator Hilvo confirmed that the next Economic Development Board meeting will be held on Wednesday, September 6, 2023 at 9:00 a.m. with the following items on the agenda:

- Branding South Business District
- Tour of the Etek building on Pioneer Road and Washington Avenue

ADJOURNMENT

Motion was made by Mark Roller, seconded by Anna Marie Armbruster, to adjourn the meeting at 9:35 a.m. Motion carried without a negative vote with Michael Pahl, Alex Uhan, and DJ Burns excused.

Amy Kletzien
Deputy City Clerk