

ECONOMIC DEVELOPMENT BOARD
July 25, 2018

EDB20180725-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, July 25, 2018 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Jack Arnett at 7:00 p.m.

Roll Call: Present - Greg Zimmerschied, Joe Kassander, Sara Dunstone, Jim Pape, Eric Stelter, Council Member Jack Arnett

Excused - DJ Burns, Mike Pahl, Lynn Knutson

Also Present - Economic Development Coordinator Mary Sheffield

STATEMENT OF PUBLIC NOTICE

Council Member/Chair Arnett 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 Greg Zimmerschied, seconded by Sara Dunstone, to approve the May 30, 2018 minutes. Motion carried without a negative vote with DJ Burns, Mike Pahl and Lynn Knutson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Economic Development Coordinator Sheffield reported:

- Newly opened businesses include: Brandywine, Le's Pho, and Scentsory Bath & Body Boutique.
- Dr. Bell's orthodontic clinic will develop a new office on the current site. Concept review will occur at the August 6 Plan Commission meeting.
 - Hair Profilers will close due to expansion and Family Tree has relocated to a new location in the City of Cedarburg.
- Little Sprouts Dental will relocate to a location on Saint John Ave. (former Dr. Ghrist office)
- Mayor O'Keefe, several Common Council Members, City Administrator/Treasurer Mertes, and City Hall staff toured WILO Pump businesses including Weil, Scot and Wilo Machine.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Greg Zimmerschied stated the the brand story is complete. The consultant is now developing a tagline and a logo update. Mid-September is targeted as a possible release date.

External Communication: No report/Remove External Communication from future agendas.

Beautification: Joe Kassander will do plantings around the entrance sign on the south end of the City. Coordinator Sheffield will check into the possibility of spraying sidewalk weeds on Washington Ave.

Government/Regulatory: Remove Government/Regulatory from future agendas. Director Wiza provided a comprehensive update on the dams.

Discuss Design Review Guidelines; and Action Thereon

Eric Stelter met with several local architects and continues to work on guidelines.

Discuss Social Media; and Action Thereon

The Branding Consultant will have suggestions as to what other communities are doing in this area.

Motion made by Joe Kassander, seconded by Eric Stelter, to recommend that Coordinator Sheffield do all social media for the City. Motion failed with Joe Kassander and Eric Stelter voting in favor; Greg Zimmerschied, Sara Dunstone, Jim Pape, and Council Member Arnett opposed; and DJ Burns, Mike Pahl and Lynn Knutson excused.

Motion made by Joe Kassander, seconded by Eric Stelter, to recommend that Coordinator Sheffield create an Economic Development Facebook page. Motion carried without a negative vote.

Coordinator Sheffield will look into creating a City of Cedarburg Economic Development Facebook page.

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

- Review project sub-committee list
- Design Review Guidelines
- Social Media
- St. John Ave. Mercury Marine site
- BID or similar type of program that could offer funding

Next meeting is scheduled for Wednesday, August 29, 2018 at 7:00 p.m.

ADJOURNMENT

Motion made by Eric Stelter, seconded by Joe Kassander, to adjourn the meeting at 8:50 p.m. Motion carried without a negative vote.

Mary Sheffield
Economic Development Coordinator

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