

ECONOMIC DEVELOPMENT BOARD
March 28, 2018

EDB20180328-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, March 28 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 Arnett at 7:00 p.m.

Roll Call: Present: Greg Zimmerschied, Joe Kassander, Eric Stelter, DJ Burns, Jim Pape
Council Member Jack Arnett,

Excused: Mike Pahl, Mike Groth, Lynn Knutson

Also Present: Economic Development Coordinator Mary Sheffield, Laurie Arndt, News Graphic

STATEMENT OF PUBLIC NOTICE

Council Member 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 Jim Pape, to approve the January 31, 2018 minutes. Motion carried without a negative vote with Mike Pahl, Mike Groth, and Lynn Knutson excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Sheffield reported:

- Sal's Pizza has reopened under new ownership.
- Itty Bitty Piggies is remaining in the entire commercial space. At one point they had planned to give up half of the space.
- Scentsory Bath & Body Boutique opening in the former Painted Swing location (property owner Eric Fix is updating the building exterior).
- Grand Motor Sports and Service has opened in the former Charlie's Hometown Car Care location.
- A hair salon will open in the former Classic Traditions commercial space. Sister's Salon – tentative May 1 opening - 2 sisters are former employees of Neroli.
- Engineering and design firm, Infinite Motion Control, Inc. is expanding to Cardinal Ave. They are currently located in Mequon; they will be leasing 17,000 square feet in Cedarburg and bringing approximately 20 employees. They specialize in machine design, industrial automation, robotics, process control and contract engineering services.

- Former Buddy Squirrel space is available (1,200 square feet/\$2,600 per month).
- Silver Creek BrewPub was sold to Peter Olds and group. They will rename the business as Rebellion Brewery.
- The Brandywine sign was approved at the March 22 Landmark Commission meeting.
- A popcorn wagon was approved at the March 22 Landmark Commission meeting and will go to the Plan Commission (Stroeel property near Amish Furniture).
- Dr. Mantel, orthodontist, is seeking rezoning of two properties near Evergreen Blvd. and Pioneer Rd. to develop a new office (April Plan Commission agenda).
- Carquest Auto Parts closed.
- Draft Strategic Plan review of Economic Development objectives – Greg Zimmerschied suggested adding “continue to promote the vitality of the downtown historic business district as well as all other business districts in the City.” He also suggested changing the word “blighted” in objective 3 to “Smart Growth.” Eric Stelter suggested using a graphic designer to enhance the document once it is finalized. A “beautification” objective was suggested in the enhance quality of life services goal. Add the word “exception” to the dam objective. Coordinator Sheffield will provide written suggestions to Director Hilvo.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports and List of Sub-Committees; and Action Thereon

Brand Strengthening: Council Member Arnett and Greg Zimmerschied reported that Chandler thinks is currently wrapping up research and will present their findings to the Branding Committee on April 12. The creative process will then start.

External Communication: Eric Stelter stated the Chamber of Commerce has been doing a good job of coordinating Cedarburg groups. He said perhaps the Chamber would like to give the Board an update at a future meeting.

Beautification: Joe Kassander asked Director Hilvo for beautification suggestions in the City. Additional planting/flowers were discussed. Joe Kassander will focus on plantings around the “welcome” sign at Washington Avenue and Pioneer Road. He will also ask businesses to contribute/sponsor beautification. Any suggestions for possible beautification projects are appreciated. Council Member Arnett will mention request for beautification projects at an upcoming Council meeting. There should be a beautification list and a budget to accomplish. Greg Zimmerschied mentioned that City budgeting in conjunction with funds from the TP&D capital budget, as well as other groups to fund these types of projects annually, is important.

Government/Regulatory: Council Member Arnett stated that Graef will be preparing applications for grants to repair dams on behalf of the City.

Update on Highway 60 Development; and Action Thereon

Chairperson Arnett stated the Common Council did not take action at the March 26 meeting to move forward on the business park engineering updates/traffic studies.

Discuss Design Review Guidelines; and Action Thereon

Eric Stelter suggested flow analysis and parking be added to the design review guideline document. He asked if he should do a basic RFP on design review guidelines/flow analysis to obtain some estimated cost?

He shared an RFP from Fond du Lac. Council Member Arnett stated that perhaps the Board should do a recommendation to the Common Council on this initiative and if approved, City staff would put together an RFP. Coordinator Sheffield stated that Planner Censky and commissions should be part of this initiative. Greg Zimmerschied asked that the initiative be kept to design guidelines only. The Board asked Eric Stelter to put together an RFP document to review at the April meeting. Council Member Arnett and Coordinator Sheffield will review the concept with Planner Censky.

Discuss Creek Walk; and Action Thereon

Greg Zimmerschied stated the property owner that he talked to is not opposed to continuation of the Creek Walk. There are a few concerns such as easement restrictions and what type of property limitations will result. Coordinator Sheffield stated the Creek Walk completion is currently an objective in the draft Strategic Plan. Coordinator Sheffield will bring a summary of the Creek Walk investment to-date to the April meeting.

NEW BUSINESS

Discuss Social Media; and Action Thereon

Eric Stelter reviewed the Cedarburg placeholders. Coordinator Sheffield reviewed which City Departments currently host a Facebook page. She also stated what surrounding communities have as a social media presence. Most Facebook pages post garbage pick-up, snow removal etc. The Chamber of Commerce and Festivals have a very strong social media presence. Eric Stelter stated he would like to see more of a “lifestyle site” of which many groups contribute. The Board will wait to hear the Chandlerthinks social media recommendations.

Consider Shop Owner Suggestions for Follow-up; and Action Thereon

Coordinator Sheffield reviewed several of the suggestions obtained from businesses to include a façade grant and updating the Koehler/Visitor Center event board. A complete list of suggestions will be reviewed at the April meeting.

Identify Future Agenda Items; and Action Thereon

- Review project sub – committee list
- Highway 60 development
- Design Review Guidelines
- Creek Walk
- Social Media
- Shop owner suggestions for EDB follow-up
- Koehler/Visitor Center Event Board (Greg Zimmerschied)
- Architectural Walking Tour with QR Code (Joe Kassander)

The next Economic Development Board meeting is scheduled for Wednesday, April 25, 2018 at 7:00p.m.

ADJOURNMENT

Motion was made by DJ Burns, seconded by Joe Kassander to adjourn the meeting at 8:39p.m. Motion carried with Mike Pahl, Mike Groth, and Lynn Knutson excused.

Mary Sheffield
Economic Development Coordinator

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