

ECONOMIC DEVELOPMENT BOARD
September 26, 2018

EDB20180926-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 26, 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, Eric Stelter
 Council Member Jack Arnett, Mike Pahl, Lynn Knutson

 Excused: DJ Burns, Jim Pape

 Also Present: Economic Development Coordinator Mary Sheffield,
 Director of Cedarburg Chamber of Commerce Jennifer Andreas

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 Lynn Knutson, to approve the July 25, 2018 minutes. Motion carried without a negative vote with DJ Burns and Jim Pape excused.

COMMENTS & SUGGESTIONS FROM CITIZENS

Jennifer Andreas, Director of the Cedarburg Chamber of Commerce, announced the 2018 Chamber Award recipients to be honored on November 8 at the annual meeting. She also gave a brief overview of Hankr, an online food directory and the Shop Main Street Online program.

REPORTS

Economic Development Coordinator Sheffield reported:

- Parts Badger, a CNC machine shop, has purchased and will move into a building in the business park. They will bring 40 employees with the possibility of adding another 20. They are relocating from Germantown.
- Cedarburg Popcorn Company is closing its brick and mortar shop. The commercial space is 1,600 square feet and rents for \$2,318 per month.
- The space south of Itty Bitty Piggies is for lease. The commercial space is 1,900 square feet and rents for \$2,000 per month.
- Downtown Dough is celebrating its 20th anniversary (18 years in Cedarburg).
- Hamilton House, a new senior living campus, will have a “Last Brick” ceremony on October 3 with plans to open doors in spring of 2019.

- The Mayor's Community Enhancement Awards will be given out on October 8 prior to the Common Council meeting. Several commercial properties are receiving awards. (LaBudde Group, Inc., Cedarburg Art Museum and building owned by Chris Smith at W63 N671 Washington Ave.)
- Cedarburg Overhead Door was awarded Ozaukee Economic Development's Small Business of the Year.
- City of Cedarburg Economic Development Facebook page is up and running.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Greg Zimmerschied stated the Committee is reviewing logo designs and a presentation should occur in late October.

Beautification: Chairperson Arnett thanked Joe Kassander and Birchwood for placing a raised bed and plantings under the south entrance sign near Pioneer Rd. and Washington Ave. Eric Stelter also commented on the beauty of the boulevard plantings done by the Parks, Recreation and Forestry Department.

Discuss Design Review Guidelines; and Action Thereon

Eric Stelter stated he is working with architects on conceptual guidelines for two sites.

Discuss Social Media; and Action Thereon

Eric Stelter will look into domain names for Cedarburg. This is especially important to protect the Cedarburg brand. Other social media besides Facebook should be considered (Pinterest, Twitter and Instagram). Sara Dunstone suggested improving the commercial space listing found on the City website by adding interior and exterior photos of commercial spaces. Coordinator Sheffield and Sara Dunstone will look into this possible enhancement.

NEW BUSINESS

Consider Possible Recommendation to the Common Council to Spend City Funds for Downtown Weed Control; and Action Thereon

Motion made by Greg Zimmerschied to recommend that Chairperson Arnett attend a public works meeting to share concerns and request weed control for sidewalks from Spring Street to Bridge Road including both bridges. Eric Stelter seconded the motion. Motion failed with all members present voting no.

Motion made by Eric Stelter that the Economic Development Board recommend the Common Council fund a weed prevention program for the historic downtown from Hamilton Road to Bridge Road, including the bridges. Mike Pahl seconded the motion. Motion carried without a negative vote with DJ Burns and Jim Pape excused.

Discuss Mercury Marine Site Located on St. John Avenue; and Action Thereon

Coordinator Sheffield informed the Committee that City Administrator/Treasurer Mertes stated the property was still waiting on DNR closure.

Discuss BID or Similar Type of Program that Could Offer Funding; and Action Thereon

Greg Zimmerschied stated monetizing events that occur in Cedarburg may assist with funds for beautification and other needs. Perhaps there is an opportunity to share revenue. Mike Pahl suggested purchasing wrist bands for events as a way to create revenue. Greg Zimmerschied asked that the group think outside the box for ideas to create revenue. More discussion is necessary.

Identify Future Agenda Items; and Action Thereon

- Chariperson Arnett suggested Cedarburg create an event similar to Milwaukee's "Doors Open". He asked that each Board member bring a creative event idea to the next meeting.
- Further discussion on creating revenue through events.

The next meeting is scheduled for Wednesday, October 31, 2018 at 7:00 p.m.

ADJOURNMENT

Motion was made by Eric Stelter, seconded by Lynn Knutson, to adjourn the meeting at 8:32p.m. Motion carried without a negative with DJ Burns and Jim Pape excused.

Mary Sheffield
Economic Development Coordinator

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