

UNAPPROVED
EDB20181031-1

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

Also Present: Economic Development Coordinator Mary Sheffield,
Council Member Garan Chivinski

- A 5,100 square foot space in the Bloch building will be available for lease on August 1, 2019, as the current tenant will relocate to another building on Washington Ave.
- A Chamber of Commerce ribbon cutting for a new shop, The Cottage, located in the Settlement, will occur on November 15.
- Several new small businesses with a focus on baby/mothers have recently opened:
 - Mother Loving Potion
 - Early Beginnings Chiropractic
 - Close to the Heart
- Photos are being added to the commercial space listing per Sara Dunstone's suggestion.
- A Public Art Tour brochure funded by TP&D is now available in the Visitor Center.
- A new business map funded by TP&D is now available in the Visitor Center. The map features all businesses regardless of Chamber membership status.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Chairperson Arnett encouraged the Board to attend one of the two branding presentations at the Rivoli. Greg Zimmerschied is hopeful that there remains a focus on the consultant findings in light of the fact that both the City and Chamber are not in a position to fund implementation at this time. Council Member Arnett stated that a plan will be developed in 2019, so that perhaps some funding can be available in 2020. New wayfinding may be a way to kick off the enhanced brand.

Beautification: Chairperson Arnett informed the group that the Common Council unanimously voted against funding the proposed weed prevention program.

Discuss Design Review Guidelines; and Action Thereon

No discussion

Discuss Social Media; and Action Thereon;

No discussion

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

Sara Dunstone offered to visit with the Festival Director about the wristband idea as a way to generate funding.

NEW BUSINESS

Discuss Creative Event Ideas for the City; and Action Thereon

- Monetize events that are already occurring instead of creating new events
- Business recruitment
- Igloo tourist attraction in January proposed by Director Hilvo
- Fun run highlighting Cedarburg's new logo (t-shirts)
- Community dining table
- Mayor's Business Forum
- Bar crawl similar to recent Bloody Mary Walk
- Fire Water
- Welcome Wagon
- Open Doors similar to Milwaukee event
- 50th Anniversary of Woodstock
- PAC events
- Cobblestones in crosswalk beautification project
- Bird City designation

Identify Future Agenda Items; and Action Thereon

- Review event idea list.

The next meeting of the Economic Development Board is scheduled for Wednesday, November 28, 2017 at 7:00 p.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Sara Dunstone, to adjourn the meeting at 8:10 p.m. Motion carried without a negative vote with Joe Kassander, Eric Stelter and Mike Pahl excused.

Mary Sheffield
Economic Development Coordinator

adk