ECONOMIC DEVELOPMENT BOARD October 31, 2018

UNAPPROVED EDB20181031-1

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, October 31, 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, Sara Dunstone, DJ Burns, Jim Pape,

Council Member Jack Arnett, Lynn Knutson

Excused: Joe Kassander, Eric Stelter, Mike Pahl

Also Present: Economic Development Coordinator Mary Sheffield,

Council Member Garan Chivinski

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 September 26. 2018 minutes. Motion carried without a negative vote with Joe Kassander, Eric Stelter and Mike Pahl excused.

COMMENTS & SUGGESTIONS FROM CITIZENS

DJ Burns recused himself and provided the Board with a brief update on the former Amcast property.

REPORTS

Economic Development Coordinator Sheffield reported on the following:

- 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
 - o Early Beginnings Chiropractic
 - o 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

<u>Brand Strengthening</u>: 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.

<u>Beautification</u>: 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.

ECONOMIC DEVELOPMENT BOARD October 31, 2018

EDB20181031-3 UNAPPROVED

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

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