



11333 N. Cedarburg Road  
Mequon, WI 53092-1930  
Phone: 262/242-3100

[www.cityofmequonwi.gov](http://www.cityofmequonwi.gov)

## ECONOMIC DEVELOPMENT BOARD

**Tuesday, November 18, 2025 - 8:00 AM**  
**North Conference Room**

### Minutes

#### 1) Call to Order and Roll Call

**Present:**

Chair Carr, Alderman Gebhardt, Board Member Boyd, Board Member Gannon, Board Member Kramer, Board Member Plautz

[ABSENT\_Board Member Engle, Board Member Johnson, Board Member McLean]

**Also present:** Mayor Andy Nerbun, Assistant City Administrator Jessica Wolff, Director of Community Development Kim Tollefson, Community Development Administrative Assistant Robin Buzzell.

The meeting was called to order by Chairperson Carr at 8:00 a.m.

#### 2) Approval of Meeting Minutes

Approved by Voice Acclamation

- a) Minutes 10.28.25 DRAFT

Approved by Voice Acclamation

<b>MOTION:</b>	Motion to Approve
<b>MOVER:</b>	Board Member Colin Boyd
<b>SECONDER:</b>	Board Member Daniel Gannon
<b>AYES:</b>	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Inge Plautz
<b>NAYS:</b>	None
<b>RESULT:</b>	Passed

#### 3) REVPAR Hotel Development Feasibility Analysis

a) RevPAR Hotel Development Feasibility Analysis Staff Memo

Director Kim Tollefson stated that the kick-off to Phase I took place in October, which included their initial data analysis, three days spent with city staff and on-site touring. They concluded that the initial summary shows concerns regarding the feasibility of a hotel in the city. At this point, staff does not recommend continuing to Phase II of the scope of service of the contract with REVPAR. She talked through details of the analysis conducted by the consultant which included:

- Narrowed down the 13 potential sites to 5 locations based on location and acreage.
- Concordia University is the highest-demand generator of hotel rooms.
- Shared data from the surrounding markets in which none of the markets are performing well.
- Explained that there are two trending styles; Candlewood Suites & Town Place Suites (or extended stay), which would be the most feasible.
- Most hotels in the downtown market are offering a specialty or specific niche to try to remain competitive.

Their concerns are based on:

- The market is not strong locally, state-wide or nationally.
- Occupancies are low.
- Room rates are low (averaging \$116 and investors look for \$150 to support an investment).
- There are not demand generators along the Port Washington corridor.

She discussed a few other aspects of the analysis which all indicate that the city does not strong statistical results for a new hotel. REVPAR will be communicating the analysis and conclusions to the Common Council.

The Board communicated that the approach taken to sign the contract based on phasing was very wise in terms of limited time committed as well as low exposure financially.

She concluded that REVPAR will give their presentation to the Council on December 9th.

**4) SW Industrial**

a) Staff Memo

Director Tollefson stated that this project has been on hold in order to complete some financial workshop analysis with the Council as well as waiting for results from the community survey pertaining to questions about modifying and rezoning existing industrial zoning. The survey results have been concluded, and staff are working to put together the necessary process and action steps to continue to move forward with that work in collaboration with Engineering Public Works. There are five components to the process, and it is heavy utility and infrastructure-related work and, because of some vacancies in those divisions, a realistic timeline is not currently able to be formulated. She commented that there may be the need to utilize contracted services for some of the work. The five components are:

1. Finalization of the Sewer Service Master Plan.
2. Sewer Service Area Amendment.
3. Finalize Zoning.
4. Water Connection with Milwaukee.
5. Road Assessment.

In summary, there are many moving parts; heavily focused on the utilities and infrastructure. The Public Works Department needs to be consulted related to timing and costs to determine if contracted services will be necessary due to staffing availability.

She offered to provide the meeting minutes from January, February and March to the Board as a reminder of previous discussions regarding this item.

**5) Staff Updates**

2026 Meeting Calendar

a) 2026 Meeting Calendar

Dir. Tollefson stated that the 2026 meeting Calendar is included in the packet.

Dir. Tollefson reviewed the status of ongoing developments in the city as well as projects that have recently been in front of the Planning Commission.

**6) Announcements**

The next meeting is Tuesday, January 27, 2026, at 8:00 a.m.

**7) Adjourn**

<b>MOTION:</b>	Adjourn
<b>MOVER:</b>	Board Member Colin Boyd
<b>SECONDER:</b>	Board Member Michael Kramer
<b>AYES:</b>	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Inge Plautz
<b>NAYS:</b>	None
<b>RESULT:</b>	

Meeting adjourned at 9:08 a.m.

Respectfully Submitted,  
 Robin Buzzell  
 Community Development Administrative Assistant