



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

www.cityofmequonwi.gov

Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Regular Meeting
Tuesday, February 24, 2026 - 8:00 AM
North Conference Room

Agenda

- 1) Call to Order and Roll Call**
- 2) Approval of Meeting Minutes for January 27, 2026**
Action requested: review and approve
- 3) Chamber of Commerce Meeting**
Discussion
- 4) Southwest Industrial Fact Sheet**
Discussion
- 5) Port Washington Road Market Analysis Recommendations & TID No. 4 and No. 5 Status**
Discussion
- 6) Announcements**
The next meeting is Tuesday, March 24, 2026, at 8:00 a.m.
- 7) Adjourn**

DATED: February 19, 2026

/s/ Timothy Carr, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting. Persons with disabilities requiring accommodation for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Clerk's Office at 262-236-2914, Monday through Friday, 8:00 AM – 4:30 PM.



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

www.cityofmequonwi.gov

Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Regular Meeting
Tuesday, January 27, 2026 - 8:00 AM
Christine Nuernberg Hall

Minutes

1) Call to Order and Roll Call

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

Also present: Director of Community Development Kim Tollefson and Administrative Assistant Robin Buzzell

2) Approval of Meeting Minutes for November 18, 2025

MOTION:	Approve
MOVER:	Board Member Colin Boyd
SECONDER:	Board Member Dennis Engel
AYES:	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Dennis Engel, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Inge Plautz
NAYS:	None
RESULT:	Approved by Voice Acclamation

3) SW Industrial Development

Community Development Director Kim Tollefson reminded the Board that she included the history thus far regarding this item as an overview. She noted that there will now be a shift from the Planning Department to the Public Works Department to address the utilities and infrastructure. The Board will be on pause while these issues are addressed. She offered that staff could work on the previously discussed one-page fact sheet (business case) while the DPW work is being done. She asked the Board to let her know which are the most important data points are to be included in the fact sheet.

The Board discussed the cost benefits as well as various issues at the location (grading, infrastructure, the lift station, sewer costs to neighboring residential properties, road conditions and the multiple entities responsible for road improvements as well as the third water connection. Dir. Tolleson stated that is critical that the infrastructure is in place and a strategy is ready to go for potential development.

The next steps would include:

- Director Lundeen and her office would work with the original consultant to revise the document to establish a clean master plan based on the Board's recommendation. Dir. Tollefson will update the numbers (sq. footage, potential value) so that Dir. Lundeen can develop scenarios for a financial policy decision by the Sewer Utility and Council Committee of the Whole. They decide how and when this is funded, how much involvement the city would have, what a developer would need to ante, and what the mechanism is in which to do that.
- The financial analysis policy analysis would be back in front of the Board for input regarding the funding mechanisms/financial policy mechanisms prior to advancing.
- The Board’s recommendation, along with the financial analysis, would go to the Sewer Utility.

Part of the discussion included the timing of the processes, and it was stated that it would be a minimum of about 6–9 months due to the variety of issues and entities involved. The public water connection still needs to be negotiated and confirmed.

The Board was in unanimous agreement to approve the master sewer service plan to include conditions #1 & #2, per the staff report.

MOTION:	Approve
MOVER:	Alderman William Gebhardt
SECONDER:	Board Member Michael Kramer
AYES:	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Dennis Engel, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Inge Plautz
NAYS:	None
RESULT:	Approved by Voice Acclamation

4) 2026 Work Program

Director Tollefson reminded the Board that in addition to the SW Industrial project moving forward, staff is working on the rezoning for the Port Washington corridor and that the Port Washington Road streetscape project will be out for bid in early February, with the contract

award scheduled for the Council meeting in March, construction work would occur between April — October. She commented that this is an open dialogue for the Board to share feedback about what they would like the work program to include for the year ahead. It was mentioned that the Board could meet every other month according to the work program.

Although it was concluded not to continue working with RevPar on a hotel analysis, it was decided to do an analysis regarding a hotel room tax study. This analysis will come before the Board which will include how the revenue is utilized.

There was some discussion about the Jansen parcel and that a consultation has been requested from developer Miller Marriott regarding a residential development project for that location.

Ald. Gebhardt suggested that the Board review the financial tools available in relation to TIFs #4 & #5 and the opportunity to create new financial tools or different approaches for potential development.

During the conversation, it was suggested that outreach to property owners in the city and local developers could be an effort by the Board. Focused discussions about where some possible new development opportunities exist. It was agreed that this work be done while waiting for the southwest industrial issues go through the necessary vetting processes. It was agreed that a subcommittee or two be formed to address outreach efforts in both the southwest area and along the Port Washington corridor. The Board needs to work on establishing a comprehensive message to ensure the message is consistent.

5) REVPAR Hotel Development Feasibility Analysis

This item was previously discussed that the results from the hotel feasibility analysis concluded that the city does not a viable demand to support a 4-star hotel. Dir. Tollefson stated that RevPar will need about 5-6 weeks to address the room tax analysis.

6) Announcements

Dir. Tollefson gave an update about developments throughout the city.

The next meeting is Tuesday, February 24, 2026, at 8:00 a.m.

7) Adjourn

MOTION:	Adjourn
MOVER:	Board Member Dennis Engel
SECONDER:	Board Member Inge Plautz
AYES:	Chair Timothy Carr, Alderman William Gebhardt, Board Member Colin Boyd, Board Member Dennis Engel, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Inge Plautz

NAYS:	None
RESULT:	Approved by Voice Acclamation

The meeting was adjourned at 9:25 a.m.

Respectfully Submitted,
Robin Buzzell, Administrative Assistant

DRAFT



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/236-2914
Fax: 262/242-9655

www.cityofmequonwi.gov

Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director Community Development
DATE: February 24, 2026
SUBJECT: SW Fact Sheet_02.24.26

Background: The Economic Development Board has developed preliminary recommendations considering industrial land uses in the southwest area of the city. At last month's meeting the Board took action to approve the master sewer service area scope and certain milestones associated with the project. As part of the discussion, the Board considered a fact sheet regarding the project. Should the Board intend to proceed with the fact sheet, staff requested the priority data points for inclusion. A review of the Board's January packet is an appropriate source for the data of interest.

Attachments:
None



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/236-2914
Fax: 262/242-9655

www.cityofmequonwi.gov

Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director Community Development
DATE: February 24, 2026
SUBJECT: 2026 Kick Off Memo

Background: Staff will provide an overview of the Port Washington Road Market Analysis recommendations for work program action steps, including networking and outreach to property owners. An overview of the current financial outlook of TIDs No. 4 and 5 will also be provided for further consideration of the development incentives that can be offered as part of implementing the market analysis recommendations.

The following are the key recommendations of the market analysis:

<u>Port Washington Road Redevelopment</u>
<u>Market Analysis</u>
Zoning
Cluster Destination of Uses
Infill Development Opportunities
TID Authority
Target Transformative Uses
Marketing Branding
Wayfinding Signage
Redevelopment Authority
<u>Design Standards</u>
<u>Streetscape Plan Implementation</u>

The TIDs have a cash balance of