



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

Minutes

1) Call to Order and Roll Call

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

Roll Call was taken

Present:

Chair Tim Carr, Alderman Gebhardt, Board Member Engel, Board Member Gannon, Board Member Kramer

[Absent: Board Member Colin Boyd, Board Member Tracy Johnson, Board Member Jeff Mclean, Board Member Igne Plautz

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

2) Approval of Meeting Minutes for January 27, 2026

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

3) Chamber of Commerce Meeting

A few Board members, along with Director Kim Tollefson, had a meeting with Chamber Executive Director, a representative of the Rockwell Mequon facility and Chamber member

Tim Vertz. The conversation was centered around industrial industry challenges and demands. Issues that were part of the discussion:

- Power/energy needs for automation
- Labor demand
- Transportation challenges (how to get labor to the facility)
- They emphasized that neighborhood amenities are important for employee attraction to their Mequon facility as they are office-based vs. industrial-based.

This feedback regarding the importance of amenities supports the goal of incorporating open space amenities and possible convenience goods at the proposed southwest industrial park.

The issue of the hotel room tax was also mentioned on the conference call and the Chamber commented that Mequon is the only city in the county that does not currently have one. The Chamber collects a large portion of this tax that goes towards tourism.

Board member Kramer reminded the Board that the Chamber members are a great resource in the community to tap into as needed.

Dir. Tollefson stated that OWLT owns a large parcel in the middle of the proposed SW industrial park area, where they have not developed much with the site. They are typically motivated to make some conservation efforts and are required to make it accessible to the public. Once the process is further along with city approvals, Dir. Tollefson and the Mayor plan to meet with OWLT to inquire if they are interested in developing that space that would then provide a desirable open space with amenities for future industrial owners. This could allow exemptions for the industrial owners to develop their sites with greater massing; contribute to an open space fund that would enable the city to partner with OWLT to make attractive open space amenities in which the industrial owners could utilize for centralized and coordinated events such as food trucks or a place to enjoy lunch walks and the outdoors.

The participants felt that it was a productive discussion. Chairman Carr thanked Board member Mike Kramer for facilitating the conference call.

4) Southwest Industrial Fact Sheet

Dir. Tollefson stated that this item was in the January 2025 Board packet in which all the history was supplied. An update is that the city has executed an agreement with an attorney from Michael Best to negotiate the water utility contract for the third water connection. This has been outsourced in an effort to focus on this connection negotiation and advance the process. This attorney was formerly the City of Wauwatosa attorney who worked specifically on these negotiations with the City of Milwaukee in the past. There is an economic component for the City of Milwaukee; so they are selective who they sell to and may want compensation for the economic benefit generated by development in the city as a result of water service.

The next step will be a financial policy analysis and understanding what the City of Milwaukee would be asking from us is an important part of the analysis. The next step would be to present the Council with the cost of all this is and what the potential tax revenue could be. It would also need to be decided on how the city makes these expenditures.

She commented that it is important to get an answer either way on the water connection issue, so a decision can be made about whether to forward the policy decision. She reminded the Board that another hurdle is negotiation needed regarding the necessary road improvements between multiple jurisdictions. This has now shifted to an analysis related to infrastructure and utilities. These are some of the reasons that this item is tentatively on hold for the Board.

5) Port Washington Road Market Analysis Recommendations & TID No. 4 and No. 5 Status

Dir. Tollefson shared a slide presentation related to status of TID 4 & TID 5 as of 2024 Year End; specifically, the current incentives that are offered. Highlights from the presentation include:

TID #4 (South of Mequon Rd, north of Donges Bay Rd):

- Expenditures to date are \$96K.
- No developer incentives have been executed.
- Redevelopment has occurred.

TID #5 (south of Donges Bay Road).

- There are some executed developer incentives totaling \$600K.
- Fund expenditure total \$778K.
- Fund balance is \$1.17M.

There was some added increments to both TIDs in 2025 (Arbys, Kiddie Academy, ReFresh medispa). These TIDs were created in 2012 and will close in 2032. There should not be any new incentive contracts about 5 years before the closure of the TID.

The Port Washington Road streetscape project and all development incentive can be paid in full before the closure of the TID.

She reiterated that the strategies for growth and redevelopment that have been achieved include the following:

- Multi-focus, multi-effort approach
- Created TIDS
- Created policy on incentive.
- Streetscaping on Port Washington Road (currently out for bid)
- Intentionally created Ulao Creek zoning districts to allow for distinctive uses and to continue to encourage redevelopment
- Open structure of incentives and now offer a tiered approach:

- Tier 1: Fast Track; pay-as-go; a 5% bonus with \$1.5M value above increase from current value, had to have demolition and a 15-year pay back.
- Tier 2: 15% bonus due to consolidation of multiple parcels.
- Tier 3: Any deal can be negotiated by the Common Council

Other recommendations concluded from the 2024 market analysis include:

- Medical clustering and how to encourage additional development
- In-fill sites; how to develop and attract targeted in-demand uses
- Conclusion of the hotel feasibility analysis

There was discussion among the Board regarding the information relayed about the TIDs and some suggestions about how to handle them going forward. It was concluded that a small group of Board members including Community Development Director Kim Tollefson could do outreach to business owners and developers to inform them about the targeted redevelopment sites, in-fill opportunities and available incentives.

6) Announcements

Dir. Tollefson updated the Board about upcoming and ongoing developments.

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

7) Adjourn

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

The meeting concluded at 9:34 a.m.

Respectfully Submitted,
Robin Buzzell, Administrative Assistant