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Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Regular Meeting
Tuesday, March 24, 2026 - 8:00 AM
Christine Nuernberg Hall

Minutes

1) Call to Order and Roll Call

The meeting was called to order by Acting Chair Mike Kramer at 8:00 a.m.

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

2) Approval of Meeting Minutes

MOTION:	Approve
MOVER:	Board Member Tracy Johnson
SECONDER:	Board Member Daniel Gannon
AYES:	Alderman William Gebhardt, Board Member Dennis Engel, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Tracy Johnson, Board Member Inge Plautz
NAYS:	None
RESULT:	Approved by Voice Acclamation

3) Emergency Loan Fund Update

Director Kim Tollefson stated each year the Board reviews an annual Revolving Loan Fund report. As part of that, emergency loan funds were offered during the COVID-19 pandemic to support in keeping businesses in the community afloat. Most of the emergency loans have been paid back. There are two regular Revolving Loan funds that have an outstanding balance. Ozaukee Economic Development Executive Director, Kathleen Cady Schilling, who helps administer these programs, is reaching out to one business regarding a past payment. Otherwise, there is a healthy balance.

She reminded the Board that previously these funds were only available for gap financing. Now

the regulations are more broad and if there is a focus or specialized project, or public objective, or particular geographical area in need, the city has the ability to utilize those dollars in connection with this Board establishing what the program should be, what are the objectives are and how the funds would be made available. She encouraged the Board to think about other ideas about how to use these funds and discuss that in the future.

The Board discussed some ideas about how and where to use the available funds and how it could be an aid as an economic tool for local businesses.

The Board asked about the process of how and when delinquent accounts are contacted. Dir. Tollefson answered that Ms. Schilling from OED handles that communication as she is the person that administered the paperwork for the loan. Dir. Tollefson offered to connect with the finance department as well as Ms. Schilling to establish triggers when there are delinquencies related to the loan funds.

4) REVPAR Hotel Room Tax

Dir. Tollefson stated that the analysis has been received, and it is straightforward and easy to comprehend. They used the same comparable market that was used in the first market study to determine if there was demand for a hotel in the city. They compared the taxes being generated, and the revenue generated from that same set of hotels in the same geographical competitive market. Then they broke it down by county and by hotels. Per the market survey included in the Board packet, it shows that Mequon has the lowest tax generation in the market from the three hotels in the city. She added that even if a 5% or 8% lodging tax was implemented, Mequon would still be one of the two lowest taxing municipalities in the geographical study. Projections of value were included in the analysis at these rates over the next 10 years based on historical data, occupancy rates and room costs. Dir. Tollefson commented that there is an opportunity to achieve some additional revenue for the city.

There was additional discussion about how tourism money is divided between the varying entities and the next steps for the implementation of a hotel tax.

It was acknowledged by Ald. Gebhardt and Dir. Tollefson that it was productive and proactive to engage the consultant to provide the requested information in a timely and efficient manner so that the Board could make decisions on Board objectives.

There was consensus from the Board to keep the room tax implementation effort moving forward.

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

Dir. Tollefson stated that the Port Washington Road market analysis recommendations and action steps were provided in the packet. The next step is reaching out to brokers and developer firms that may be interested in doing some work in the area. In the market analysis, there are a number of sites that the consultant felt would be more ripe for redevelopment for one reason or another. They suggested a priority list of the 13 targeted sites that may be more ready than others. She suggests starting with the higher priority sites and having Board members, along with staff do outreach. This includes developing a list of the correct contact person for each site, coordinating a meeting to educate the property/business owner about what the city has been working on as well as all the tools available to them, understanding their short-term and long-term plan and accessing whether there is an opportunity for a partnership and if and how the city could help.

Once a few meetings have been conducted, a response to the property owners could include how the city may be able to facilitate reinvestment or redevelopment. She suggests that once an understanding of the property owners is obtained, a roundtable discussion with brokers and developers can take place to share the information about potential partnerships and support from outside agencies (M7, WEDC, etc.).

She asked the Board for volunteers to do outreach with her as well as volunteers to work on the roundtable invitees and format.

The Board discussed some of the specific targeted properties and possible opportunities for these sites.

The Board confirmed support in moving forward with the subcommittees to do outreach and to compile the necessary list of contacts, brokers and developers.

6) Staff Updates

Dir. Tollefson gave an update about various development projects.

7) Announcements

The next meeting is Tuesday, April 28, 2026, at 8:00 a.m.

8) Adjourn

MOTION:	Adjourn
MOVER:	Board Member Inge Plautz
SECONDER:	Board Member Daniel Gannon
AYES:	Alderman William Gebhardt, Board Member Colin Boyd, Board Member Dennis Engel, Board Member Daniel Gannon, Board Member Michael Kramer, Board Member Tracy Johnson, Board Member Inge Plautz
NAYS:	None

RESULT:	Approved by Voice Acclamation
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The meeting concluded at 9:24 a.m.

Respectfully Submitted,
Robin Buzzell, Administrative Assistant