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Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Regular Meeting
Tuesday, April 28, 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 8:01 a.m. and roll call was taken.

Present:

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

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

2) Approval of Meeting Minutes

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

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

Director Kim Tollefson stated that the Board previously agreed that a small committee should meet with the property owners one on one. Staff will coordinate blocks of time for those meetings; typically 1/2-day block at a time. She stated that this morning she will review each of the targeted sites with the Board to familiarize everyone with the sites as a precursor to the property owner meetings, enabling the Board to better understand the property conditions, the current zoning, and what the market analysis suggests.

She reviewed the sites individually listed on the chart on page 15 of the Board packet.

Dir. Tollefson stated phase I will comprise of meetings with the property owners and have continuity of committee members delivering the same message. Dir. Tollefson also stated she will contact the appropriate alderperson for each property visit. Phase II will consist of a committee that will work on the developer/broker roundtable.

Topics of the property owner meetings will cover the following:

- 2 TIF districts - provide information about the districts and tools that are offered.
- The Market Analysis - recommendations as well as competitive market data that may be beneficial.
- Rezoning -what the City is contemplating and how that could affect the property.
- Inform the owner that their site was highlighted as a priority redevelopment site and how the city might be able to help partner or promote it.

There was consensus from the Board to move forward with these efforts.

4) RevPar Hotel Room Tax

Dir. Tollefson stated that page 10 in the Board packet includes a comparable tax chart of the surrounding municipalities. Even if a 5% tax is implemented, Mequon will still be one of the lowest two in the county as well as lowest of the communities included in the market analysis. There are projections on page 14 of the Board packet based on historic tax revenue, projected occupancy rates and rates of the rooms through 2035 showing what revenue the city could collect based on a 5% and 8% room tax. It also shows the 70-30 split of the tax; 30% can go to the City's general fund and 70% must go to tourism development.

She explained that an internal meeting will take place to discuss the operations and administration that would be required. There are already expenditures being made by the city that would qualify for tourism development events, such as Fun Before the Fourth, Taste of Mequon, Winter Wonderland. Additionally, contributions are made to Ozaukee Economic Development programs, Chamber of Commerce activities, as well as opportunities for sports and recreational events.

With the development and programming for the proposed Mequon Commons; the costs for programming the spaces along with the infrastructure investment, there is the ability to spend the 70%.

Dir. Tollefson explained that it does require the following:

- A committee.
- A hotel representative to serve on the committee.
- Reporting (statutory requirements to ensure the money is used appropriately).
- Must meet certain thresholds per state statutes.

- Report results annually.

She commented that this item will be prepared for the June Council financial workshop. The Council needs to provide feedback on whether these efforts should continue and what tax percentage should be implemented.

There was some discussion amongst the Board about the differing percentages that could be implemented, how the revenue is dispersed to various entities and comparisons to other communities.

There is additional internal work that needs to be completed, such as creating an ordinance, identifying staff to manage the committee and reviewing the workload impact to the finance department.

The Board will take action to recommend this item at the May meeting.

5) Staff Updates

Director Tollefson gave an update about recent approvals and active developments.

6) Announcements

The next meeting is Tuesday, May 19, 2026, at 8:00 a.m.

7) Adjourn

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

The meeting adjourned at 9:34 a.m.

Respectfully Submitted,
Robin Buzzell, Administrative Assistant