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Office of the City Clerk
Taped & Televised

COMMITTEE OF THE WHOLE

Tuesday, November 12, 2024

6:45 PM

Christine Nuernberg Hall

Minutes

1. Call to Order, Roll Call

Mayor Nerbun called the meeting to order at 6:53 PM.

Present:

Mayor Andrew Nerbun
Alderman Kelly Tolocko
Alderman Dale Mayr
Alderman Jeffrey Hansher
Alderman Gregg Bach
Alderman Brian Parrish
Alderman Peter Bratt
Alderman William Gebhardt
Alderman Robert Strzelczyk - **Excused**

Also present: City Administrator Jones, Assistant City Administrator Schoenemann, City Attorney Sajdak, City Clerk Fochs, Director of Community Development Tollefson, Assistant Director of Community Development Zader, Managerial Fellow Randall, press and interested public.

2. Approval of Meeting Minutes

a. October 8, 2024

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Alderman Hansher

SECONDED BY: Alderman Gebhardt

AYES: Nerbun, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt

DEEMED NO: Strzelczyk

3. Discussion

a. Port Washington Road Market Analysis by Redevelopment Resources of Madison, Wisconsin

Kristen Fish-Peterson and Dayna Sarver from Redevelopment Resources presented a final report for the ongoing research of the Port Washington Road corridor through Phase I and II. The Committee was reminded of the goals and was provided with several recommendations to increase the value of the area.

Topics of interest included a new zoning classification of Commercial Corridor, "CC", which would permit fast food, indoor recreation and entertainment, and hotels. Updating the codes would allow flexibility in lot sizing, building heights/size, etc. Programmatic suggestions consisted of attracting visitors and the marketing of high demand services.

Redevelopment Resources recommended the creation of a Redevelopment Authority (RDA), which would act as a separate political group with autonomy to assist in land purchases and development by the City.

Further Committee feedback included a concern towards fast food, the necessity of banks, pressure on nearby residential neighborhoods and pedestrian amenity upgrades, and taking advantage of the existing medical offerings to advertise the city as a wellness hub. The presentation sparked additional insights to fuel future conversation, and bring forth recommendations to the Economic Development Board in the future.

4. Informational Items

a. Committee of the Whole Planning Calendar

5. Adjourn

Motion to Adjourn at 7:34 PM.

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Alderman Bach
SECONDED BY: Alderman Gebhardt

AYES:	Nerbun, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt
DEEMED NO:	Strzelczyk

Respectfully Submitted,

Janet Meyer
Deputy Clerk
Approved 12/10/2024