



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

www.ci.mequon.wi.us

Office of the City Clerk

COMMITTEE OF THE WHOLE

Tuesday, May 4, 2021

6:00 PM

Virtual Meeting

Minutes

1) Call to Order

Mayor Wirth called the meeting to order at 6:06 PM.

2) Roll Call

Present:

Mayor John Wirth
Alderman Robert Strzelczyk
Alderman Glenn Bushee
Alderman Dale Mayr
Alderman Jeffrey Hansher
Alderman Mark Gierl
Alderman Brian Parrish
Alderman Kathleen Schneider
Alderman Andrew Nerbun

Also present: City Administrator Jones, Assistant City Administrator Schoenemann, City Attorney Sajdak, City Clerk Fochs, Finance Director Krueger, City Engineer/Public Works Director Lundeen, Community Development Director Tollefson, Assistant Community Development Director Zader, Dawn Gunderson of Ehlers & Associates, Inc., press and interested public.

3) Workshop Introduction

Community Development Director Tollefson stated the goals of this workshop are to provide background and overview of the Town Center Tax Increment District (TID) No. 3, identify additional public investment opportunities, present any remaining potential projects so the Committee can prioritize and recommend future projects to staff and come to a consensus on the level of funding.

4) Background & Overview - Town Center Tax Increment District No. 3

Director Tollefson stated the deadline to partner with or contract for any remaining public projects is by April 2023. TID No. 3 will close on time with a positive cash balance and will show an enhanced tax base. She reiterated the 2002 stated objectives of which included but were not limited to public gathering places, mix of uses, common design features, streetscape

improvements, gateway features and improvement of Civic Campus. She outlined the numerous consultant work and committees that worked to create the City's objectives. She highlighted the economic impact and cash flow of the TID No. 3. About 40 acres of the original 100 acres remain undeveloped. The 2008 base value was \$41.3M. The projected value was \$44.2M. However, the 2021 projected increment value is approximately \$180M (includes Foxtown). The annual TID tax Revenue value is \$2.39M, of which the City's portion would be around \$549K. Thirty-five new businesses have been established, gathering spaces have been created, and community festivals have seen a substantial support over the last eight years.

Financially Mequon has approximately \$1.5M to further invest in the neighborhood and also has the capability to borrow up to \$5.5M.

5) Identification of Additional Public Investment Opportunities

Criteria which staff utilized to make recommendations for additional investments in public projects are based on the original objectives from 2002, the pending projects, the partially completed infrastructure investments and improvements, the economic benefit of attracting users and consumers to the neighborhood, and the private investor priorities. Director Tollefson highlighted projects to close out the TIF including utility burial, medians, landscaping on Mequon Road, entryway features at the Milwaukee River and Buntrock Avenue, ability to continue to provide developer incentives for priority redevelopment projects, additional sidewalk from Buntrock Road/Mequon Road to schools, land acquisition, enhancements at River Front Park and Civic Campus which includes the land acquisition and Interurban Trail trailhead facility, comprehensive sign package, and minor improvements to Mequon and Cedarburg Road crosswalks. Staff recommends leveraging \$1.5M cash on hand, borrowing \$3M, and completing some projects.

She stated the goal tonight is to gain Council consensus on a level of finance and what public projects that funding would finance.

6) Discussion & Prioritization of Potential Projects

Discussion ensued on the prioritization of potential projects.

Committee suggestions were quality fencing around the cemetery, streetscaping on Mequon Road, enhanced safety measures for pedestrian, cars, and bikers at OIT and Mequon Road, sidewalk completion along Wauwatosa Road to Mequon Road, burial of utility lines, tree scaping, medians at busier cross walks, mid-block crossings, purchasing of two Cedarburg homes near City Hall and allowable cost for Public Safety Building planning.

Any decisions will return to the Common Council for review and approval.

Further discussion ensued on the level of cash and debt financing. The general consensus was Option D, with modifications. This would require both cash and debt financing. A consensus was also reached on the possibility of offering developer incentives for a pay-as-you-go basis.

7) Adjourn

Motion to adjourn at 7:58 PM.

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

MOVED BY: Alderman Gierl

SECONDED BY: Alderman Mayr

AYES: Strzelczyk, Bushee, Mayr, Hansher, Gierl, Parrish, Schneider, Nerbun

Respectfully Submitted,
Kathy Andrykowski
Approved 07-13-21