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## **ECONOMIC DEVELOPMENT BOARD**

**Tuesday, January 24, 2023**

**8:00 AM**

**North Conference Room**

### **Minutes**

#### 1) Call to Order, Roll Call

##### **Present:**

Chairman Timothy Carr  
Alderman William Gebhardt  
Board Member Dennis Engel  
Board Member Daniel Gannon  
Board Member Michael Kramer  
Board Member Jeff McLean  
Board Member Inge Plautz  
Board Member Bruce Sipiora  
Board Member Tracy Johnson – **Absent**

Chairman Carr called the meeting to order.

Ald. Bill Gebhardt introduced himself to the Board.

#### 2) Approval of Meeting Minutes from November 29, 2022

##### **Action**

Board Member Gannon made a motion to approve the November 29, 2022, meeting minutes.

Board Member Engle seconded the motion.

*A voice vote was taken; vote passed (8-0)*

|                     |                                                                |
|---------------------|----------------------------------------------------------------|
| <b>RESULT:</b>      | <b>Approved [Unanimous]</b>                                    |
| <b>MOVED BY:</b>    | Board Member Gannon                                            |
| <b>SECONDED BY:</b> | Board Member Engle                                             |
| <b>AYES:</b>        | Carr, Gebhardt, Engel, Gannon, Kramer, McLean, Plautz, Sipiora |
| <b>ABSENT:</b>      | Johnson                                                        |

3) Assistant Chair Nomination

**Action**

Board Member Gannon made a motion to nominate Board Member McClean as the assistant chairman.

Board Member Kramer seconded the motion.

*A voice vote was taken; vote passed (8-0)*

4) Town Center Business Loan Application: Tomatito Restaurant

1. Town Center Business Loan Application: Oliver Food LLC, Tomatito Restaurant located at Spur 16 Public Market, 6300 W. Mequon Road

Chairman Carr reminded the Board that their role is to determine whether the proposed business is a good fit for our community and not the quality of the loan.

Director Tollefson stated that the EDB has reviewed a handful of these proposals over the past few years as part of Community Reinvestment Act that financial institutions support. The Board is to determine whether the type of use meets the city objectives of Town Center. Staff believes it does.

She explained the proposal is for this restaurant to be located in the former Café Corzaon in the Public Market. The applicant provided statistics about the traffic that Café Corazon experienced, and the applicant believes there is an opportunity to continue to capture those customers. Dir. Tollefson stated that the proposed use meets the desired use from a development standpoint and zoning requirements.

There is agreement that it is a positive to fill the vacancy quickly.

Dir. Tollefson reinforced that none of the dollars are public dollars, not part of the city's general fund and the loan is all through private lending.

**Action**

Board Member Kramer made a motion to approve the proposed loan application.

Board Member McClean seconded the motion.

*A voice vote was taken; vote passed (8-0)*

|                     |                                                                |
|---------------------|----------------------------------------------------------------|
| <b>RESULT:</b>      | <b>Approved [Unanimous]</b>                                    |
| <b>MOVED BY:</b>    | Board Member Kramer                                            |
| <b>SECONDED BY:</b> | Board Member McClean                                           |
| <b>AYES:</b>        | Carr, Gebhardt, Engel, Gannon, Kramer, McLean, Plautz, Sipiora |
| <b>ABSENT:</b>      | Johnson                                                        |

## 5) Industrial Land Uses

Director Tollefson stated that at the last Board meeting there was discussion about considering an opportunity for a new location for industrial land uses. From a policy standpoint, it is tied to some industrially owned land located in the south-central part of the city. She had indicated to the Board that as a beginning step, she would evaluate the types of industrial land uses that are currently allowed in various zoning districts located in the different geographic areas in the city.

She commented that the southwestern portion of the city is an appropriate location due to the proximity to Highways 41/45 and other industrial land uses in the surrounding area. Historically, the city has not allowed for medium to heavy types of industrial uses due to the ancillary impacts that are sometimes associated with those uses. The proposed location alleviates many of those impacts. Due to this location, economic benefits may not be captured related to consumer and local service usage. Staff believes the community would exchange not capturing as much economic ancillary benefits with the negative impacts from the industrial uses.

A chart of all the industrial land uses (permitted and conditional) allowed in the city was provided in the Board packet along with a land use map. The uses allowed in Menomonee Falls and Germantown, as well as a map of those communities, was also provided for comparison within this chart. The Board is now equipped to discuss diversity in the market and possible thresholds if an industrial park to be located in the southwest corner of the city. Dir. Tollefson reached out to Kathleen Cady-Shilling at OED, for additional information about inquiries they receive and the level and types of industrial activity in the county. Dir. Tollefson stated that once the use list has been vetted, she will reach out to WEDC and M-7 to better align the land uses and current market demands.

The Board discussed the surrounding area of the proposed industrial park. There was discussion about the water connection issue in that area. There is support for the industrial uses to be in this location.

The next steps include:

- Identify thresholds for industrial uses.
- Specific development standards established.
- Enlist help from outside entities to align with the market demands.
- Infrastructure and utility conversations (road conditions, water accessibility, sewer usage).
- Economic impacts – decide if a TIF should be created for this location.

Next action item:

- Identify the wetlands in the proposed location.
- Understand buildable acreage.

The Board is asked to review the land uses and at the next meeting to be prepared to discuss what uses should be prohibited.

6) Spring Economic Development Event

Board Member Plutz suggested that the event be postpone until the fall so that the city is ready to showcase new developments including:

- Public improvements on Port Washington Road.
- Rezoning for priority sites.
- Updated TIF incentives.

Staff explained that there has been interest for redevelopment for a few of the identified priority sites, so those sites may not be available (Sobelman's, Ferrante's, north portion of the Pavilions). There was discussion about the methods for contacting the property owners that will be affected by zoning changes.

There was consensus among the Board that the event should be proposed to the fall.

7) Staff Updates

Staff provided updates on various sites throughout the city:

8) Announcements

The next meeting will be February 28, 2023, at 8:00 a.m.

The meeting may be change to February 21<sup>st</sup> due to low attendance availability.

9) Adjourn

**Action**

Board Member Sipiora made a motion to adjourn the meeting.

Board Member Engle seconded the motion.

*A voice vote was taken; vote passed (8-0)*

Respectfully Submitted,

*Kim Tollefson*

*Director of Community Development*