



Virtual Meeting
Mequon, WI 53092
Phone: 262-236-2903
Fax: 262-242-9655
www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, January 26, 2021

8:00 AM

Virtual Meeting

AGENDA

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may join the meeting online or by phone. Please go to <https://global.gotomeeting.com/join/156685141> to join the meeting online or call into the meeting by dialing 1.877.309.2073 and enter access 156-685-141

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Department of Community Development at least 2 hours prior to the meeting by email at DCD1@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to Robin Buzzell at rbuzzell@ci.mequon.wi.us or by leaving a message at 262.236.2902 no later than 2 hours prior to the meeting.

- 1. Call to Order, Roll Call**
- 2. Approval of minutes from November 17, 2020**
- 3. Bartolotta Restaurant Group RLF Amendment**
Discussion and Recommendation
- 4. Port Washington Road Redevelopment**
Discussion
- 5. Technology Advancements: 5G Networks**
- 6. Staff Updates**

7. Announcements

The next meeting is Tuesday, January February 23rd at 8:00 a.m.

8. Adjourn

January 22, 2021

/s/ **Tim Carr, Chairman**

.....
Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and / or gather information about a subject over which they have decision making responsibility, although they will not take formal action thereto at this meeting.

Any questions regarding this agenda may be directed to the Dept. of Community Development office at 262-236-2903, Monday through Friday, 8:00 a.m. – 4:30 p.m.



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ECONOMIC DEVELOPMENT BOARD

Tuesday, November 17, 2020

8:00 AM

Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Kathleen Schneider
Board Member Daniel Gannon
Board Member Michael Kramer
Board Member James Baka
Board Member Bruce Sipiora
Board Member Andrew Petzold -- **Absent**
Board Member Rick Shneyder -- **Absent**

2) Approval of Meeting Minutes from October 27, 2020

Action

Mr. Baka made a motion to approve the meeting minutes from October 27, 2020.

Ald. Schneider seconded the motion.

A voice vote was taken; vote passed (6-0)

RESULT:	Approved [Unanimous]
MOVED BY:	Baka
SECONDED BY:	Alderman Schneider
AYES:	Gannon, Kramer, Carr, Schneider, Baka, Sipiora
ABSENT:	Petzold, Shneyder

3) Port Washington Road Walking Tour Recap

Dir. Tollefson stated that she received some of the requested responses from the EDB regarding feedback from the walking tour. She explained that she created a matrix compiled from details assembled at the September meeting coupled with the walking tour to help prompt both positive and negative assessments, illicit any additional questions and trigger brainstorming ideas. These responses will help fill any gaps, identify areas of consensus and provide feedback on methods on how to best approach encouraging reinvestment and redevelopment in this corridor. As she previously has mentioned, it is not just zoning that

will help motivate redevelopment; it needs to be coupled with zoning, design standards and possible redevelopment tools. Staff will need to develop a strategy for the work ahead.

There was a question from the Board regarding the scope of the plans for the new I-43 interchange at County Line Road and the timing of the project. Dir. Tollefson replied that she will forward the information to the Board.

Chairman Carr stated that each section of the walking tour will be discussed separately, and the Board should provide any feedback they have.

Corner of Port Washington Road and Highland Road feedback:

- It was shared that it was helpful to be on the ground to better assess that corner. It was stated that the medical clinic has received approvals to move forward. Single-family housing is being considered for behind the medical clinic which has some support as an appropriate fit.
- The issue of the interchange and the dynamic change that will occur there in the future was mentioned what the best uses at the northwest corner should be. Dir. Tollefson stated that through the zoning changes being implemented, the use will be somewhat guided and that a multi-tenant building is probably the most likely use for the northwest corner; including uses for commuter services and neighborhood scale convenience. She stated that standalone fast food and drive-thrus will not be allowed.

Corporate Parkway feedback:

- There is Board support for this business park as it is almost full and is in good standing as there is only one parcel left to be developed.
- There was some discussion about whether a 3 or 4-story building would be allowed in that location.

Marcus Theater/Elite feedback:

- It was stated that the aesthetics are decent, but they are large buildings. There was a mention that some streetscaping could possibly be added in this area. There was discussion about the theatre being currently empty and possibly going out of business due to the pandemic.
- The Board expressed concern regarding the possibility of having these large buildings be empty in addition to the former Pick-n-Save building that has been sitting vacant.

Bank Nine Five area feedback:

- This area is comprised of high-end homes immediately to the west and multi-tenant buildings to the south.
- It was commented that the close proximity of the commercial uses has not negatively impacted the high-end residential properties (as this was a concern when the commercial buildings were proposed).

Stein Garden Center area feedback:

- This is the south end of the TIF district and the concentrated commercial area.
- It was mentioned that the Stein's building is dated and could use some improvements

and the large parking lot in front is not visually appealing. The Board believes that Stein's is most likely not motivated to make changes or improvements.

- No one has taken advantage of the TIF incentives in this district thus far.
- Dir. Tollefson stated that some modifications or revised strategies for the TIF incentives could be considered if the Board chooses to do so.

Port Washington Road and Donges Bay Road feedback:

- It was previously discussed that this is an area that would be a good fit for entertainment and hospitality.
- It is a high traffic density location with old buildings (except for the Clark station).
- This is also a TIF District.
- There is support for one of the two hotels in that area to modernize.

South end of Port Washington Road feedback:

- I-43 interchange will be implemented in the future.
- There is a lot of potential for redevelopment in this area as many of the buildings on the east side of Port Washington Road are in poor condition.

Staff will reach out to owners to discuss impediments and opportunities on a few targeted sites.

There was discussion about technology; prominently 5G, and ways in which Mequon can assist and facilitate opportunities for telecommunication networks and data driven businesses. There is support for further exploration of this issue given the trend towards e-commerce.

Dir. Tollefson stated that she would like to meet with Board members that are knowledgeable about the 5G networks to formulate appropriate questions and scope of any necessary assessment.

4) Staff Updates

Dir. Tollefson stated that the Ascension Medical office has been approved by the Common Council and will be in front of the Planning Commission for building and site plan approval.

The Public Market has 2 new food vendors; Pizza Man and Falafel Guys and Aloha Poke will open soon.

Telsmith is scheduled to close the sale in March with some divisions continuing to operate in the building under Telsmith's name.

5) Announcements

The 2021 Meeting Calendar is included in the Board packet.

The next meeting will be January 26, 2021 at 8:00 a.m.

The Board expressed a big thank you to Gloria Rosenberg for all her contributions to the EDB over the past several years.

6) Adjourn

Action

Mr. Gannon made a motion to adjourn the meeting.

Ald. Schneider seconded the motion.

A voice vote was taken; vote passed (6-0)

Respectfully Submitted,

Kim Tollefson

Director of Community Development

Attachment: EDB_11.17.2020 DRAFT (5881 : Minutes from November 17, 2020)



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 26, 2021
SUBJECT: Bartolotta Restaurant Group RLF Amendment

Background:

Bartolotta Restaurant Group located in the City's Town Center is a Revolving Loan Fund program recipient. The owners are requesting an extension to the loan terms from March 1, 2021 to December 1, 2021. The result is a re-amortization for a nine-month period at the current interest rate of 1.75%.

Analysis:

Please see attached review by Ozaukee County Economic Development Executive Director, Kathleen Cady-Schilling. In addition, the City's Finance Director, Kaitlyn Krueger, indicates the loan is in good financial standing and the business has made timely payments since the original loan was executed in 2012.

The RLF program remains financial healthy across all loans. Some of the dollars were utilized by the City in May 2020 to offer an Emergency Loan program to local, established business at the onset of the COVID 19 pandemic. Over 20 businesses are in receipt of such emergency loans. There remains a balance of funds in the program which allows the City to offer and execute further loans under the traditional program or the emergency program. Therefore, the 9-month extension to Bartolotta's current loan will not negatively impact program distribution to other businesses that may be in need. During the establishment of the emergency loan program, the City also offered 3-month deferrals to all existing loan program recipients. Bartolottas accepted that deferral in 2020. The City understands the impact of COVID 19 and offering support through an extension of the current loan terms is supported.

Attachments:

BRG final extension request (DOCX)
BartolottaRES02.2021 (DOCX)



MEMORANDUM

TO: City of Mequon

FROM: Ozaukee Economic Development

DATE: January 15, 2021

RE: Bartolotta Restaurant Group (BRG) RLF Loan

BRG's current loan is due to balloon as of March 1, 2021. The original loan is a \$150,000 loan that was amortized over a 9.5 year period, with a 6.5 year term. (The first six months of the loan were an interest only period loan that was utilized during the expenditure period.) BRG has made its loan payments consistently each month – the only months payments were not received is during the three month deferral that was provided to all RLF loans due to COVID in April, May and June of 2020. BRG is now requesting that the balloon amount be amortized over an additional nine month period.

The COVID situation has continued to affect local restaurants reducing capacity and limiting their ability to fully maximize resources, this is especially true for fine dining establishments where takeout is not as strong of resource. BRG currently would be required to pay \$35,391.30 on March 1, 2021. If the loan is re-amortized for a 9 month period at the same interest rate they currently pay (1.75%), they would now have monthly payment of \$3569 and would finish paying off the loan as of December 1, 2021.

BRG has been a good corporate citizen in Mequon and with the difficult situation facing restaurants currently, we see no issues with this request. OED would currently recommend approval of this request.

A Resolution Approving an Extension of a Revolving Fund Loan to Bartolotta Restaurant Group
for an Additional Nine Months, Through December 1, 2021

1. The City Finance & Personnel Committee and Common Council recommended approval of an original \$150,000 revolving loan fund application for Bartolotta Restaurant Group (BRG 11120) at their November 13, 2012 meeting; and
2. The City Finance & Personnel Committee recommended approval of the terms for an extension from December 1, 2017 to December 1, 2020 to assist with rebranding and refurbishment of the restaurant; and
3. In 2020, the City of Mequon provided a 3-month extension to all RLF program businesses due to the COVID 19 pandemic, extending Bartolotta's loan terms to March 1, 2021; and
4. The City Economic Development Board recommends approval of an additional loan terms extension for nine (9) months to December 1, 2021 subject to all other and remaining terms of the agreement, due to the continuing financial impacts of the COVID 19 pandemic.

NOW THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF MEQUON, that the \$150,000 loan application for BRG 11120 is approved for an extension until December 1, 2021 pursuant to the terms outlined and that the appropriate City officials are hereby authorized to sign and close the loan agreement.



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 26, 2021
SUBJECT: Port Washington Road Redevelopment

Background:

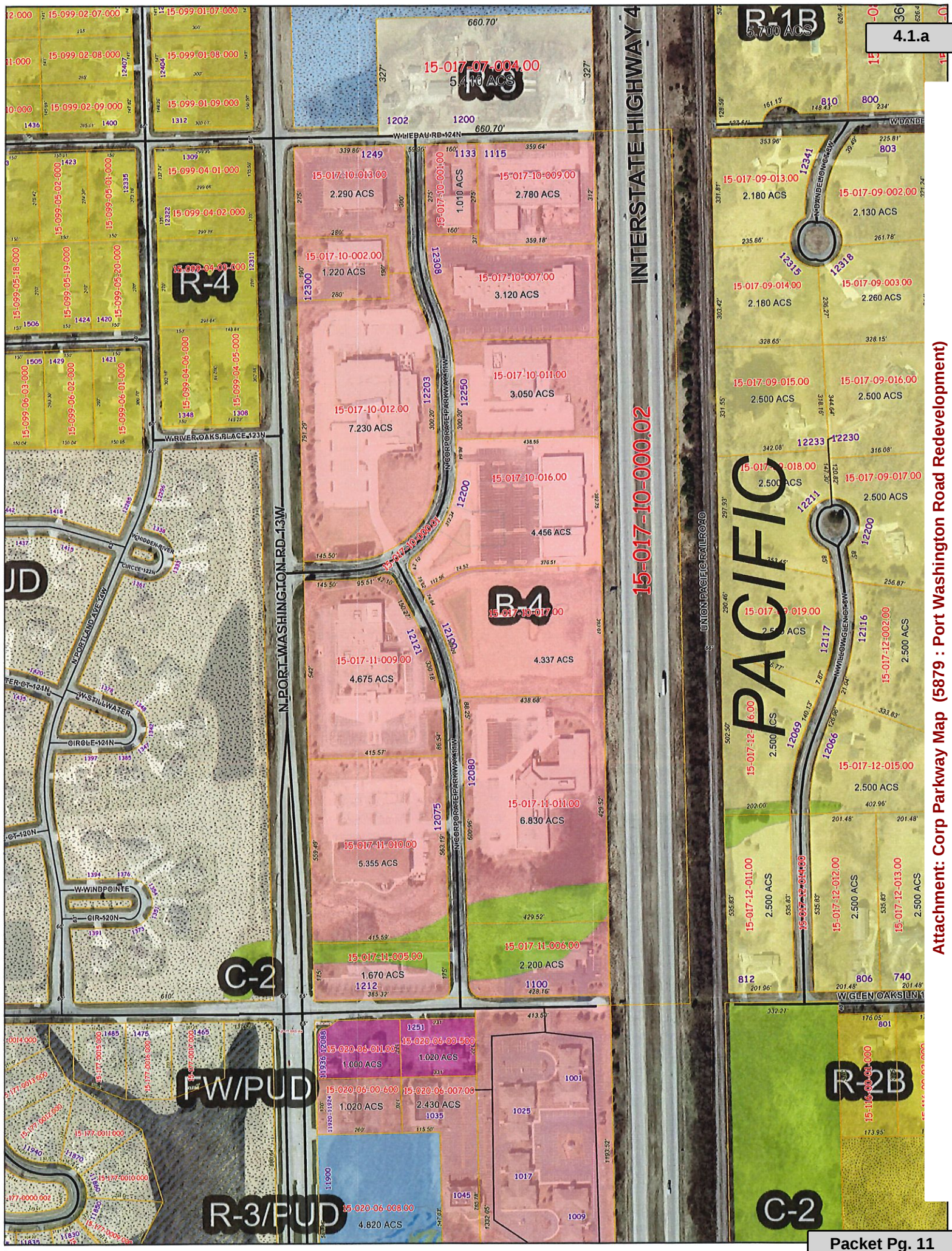
As part of the Port Washington Road walking tour the Board conducted a site visit of the Corporate Parkway Business Park.

Analysis:

The park is well developed and includes a mix of medical and professional services as well as daycare. There are a few vacancies to continue to promote. The park is in good overall condition and well positioned at this time. The Board requested a map of the park (parcels zoned as B-4) and a list of ownership (see attached).

Attachments:

Corp Parkway Map (PDF)
EDITED_Corp Pkway Properties (XLSX)



Attachment: Corp Parkway Map (5879 : Port Washington Road Redevelopment)

Acres	Owner Name	SiteAddress	city	State	Zip
4.08825455	CITY OF MEQUON		MEQUON	WI	53092
1.01010103	S AND D INVESTORS LLC	1133 W LIEBAU ROAD	MEQUON	WI	53092
1.2212913	JALT CAPITAL INVESTMENT COMPANY LLC	12300 N PORT WASHINGTON ROAD	MEQUON	WI	53092
3.33203912	EAST MEQUON CORPORATE CENTER III LLC	12308 N CORPORATE PARKWAY	BROOKFIEL	WI	53005
2.57426276	MILANCO PROPERTIES LLC	1115 W LIEBAU ROAD	SAUKVILLE	WI	53080
3.03590636	MAJOR PHARMACEUTICALS LLC	12250 N CORPORATE PARKWAY	MEQUON	WI	53092
7.22023092	MMAC 150 AURORA LLC	12203 N CORPORATE PARKWAY	CORONA	CA	92879
2.29948287	EAST MEQUON VI LLC	1249 W LIEBAU ROAD	MILWAUKE	WI	53202
4.456	EAST MEQUON IVA LLC	12200 N CORPORATE PARKWAY	MILWAUKE	WI	53202
4.337	EAST MEQUON IVB LLC	12100 N CORPORATE PARKWAY	MILWAUKE	WI	53202
1.66503427	1212 WEST GLEN OAKS LLC	1212 W GLEN OAKS LANE	MEQUON	WI	53092
2.2003745	CAPITAL MANAGEMENT ASSOCIATES LLC	1100 W GLEN OAKS LANE	MEQUON	WI	53097
4.67495465	CHARTER MANUFACTURING COMPANY INC	12121 N CORPORATE PARKWAY	MEQUON	WI	53092
5.35532786	DOR PROPERTIES MEQUON LLC	12075 N CORPORATE PARKWAY	DELAFIELD	WI	53018
6.83025805	VB 765 LLC	12080 N CORPORATE PARKWAY	MILWAUKE	WI	53202



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 26, 2021
SUBJECT: Technology Advancements: 5G Networks

Background:

Technology is acknowledged as a major influence for education, business and social attraction within any community. The Board recently discussed how technology upgrades, particularly 5G, are considered and provided and whether the City should be more influential by becoming a Smart City.

Analysis:

In researching public policy and the suggestion of a becoming a “Smart City” there are examples within SE Wisconsin in which communities are working to achieve this designation. The federal programming and objective of such designation originated under the Obama administration and focuses on communities that are underserved. The City of Mequon would likely not qualify for funding. The concept to become a technology focused center is a broader policy discussion because the effort requires a strategy and likely a committee with experts in the field as well as substantial funding.

In consultation with the City’s IT consultant, the City can continue to influence the upgrades through real estate transactions, approval for upgraded facilities and equipment and lease agreements. IT indicates that 5G is coming and vendors will proactively upgrade and accommodate for such improvements.

In staff’s opinion, the better approach is to continue to develop our community with long term assets and value. Redevelopment that attracts investment, business and people will draw the necessary technology upgrades by private market and industry leaders. Technology investment will follow the development investment.