City of Mequon

Virtual Meeting
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ECONOMIC DEVELOPMENT BOARD
Tuesday, January 26, 2021
8:00 AM
Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:
Chair Timothy Carr
Alderperson Kathleen Schneider
Board Member Daniel Gannon
Board Member Michael Kramer
Board Member James Baka
Board Member Rick Shneyder – left the meeting early
Board Member Bruce Sipiora
Board Member Andrew Petzold **-- Absent**

Chairman Carr called the meeting to order at 8:00 a.m.

2) Approval of Meeting Minutes from November 17, 2020

Action
Board Member Kramer made a motion to approve the meeting minutes from November 17, 2020.
Board Member Gannon seconded the motion.
A voice vote was taken; vote passed (7-0)

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

3) Bartolotta's RLF Amendment

Kathleen Cady Shilling, Executive Director, Ozaukee Economic Development, stated that Bartolotta's is planning to reopen the Mequon location in February. Their restaurants have been opened at a very limited capacity during the past year as their business model does not successfully work as a takeout business.

She stated that they are requesting an extension to utilize the full calendar year to pay off the loan as well as an extension of the interest rate (1.75%). She explained that it is a 7-year loan, in which they have paid over the past 6 ½ years and they are not asking for it to be amortized over a 10-year period. They are asking for an additional 9 months (not the extra 3 years). They did receive PPP (Paycheck Protection Program) and they have never missed a payment to date.

There was some discussion about the loan amendment request. Overall, the feedback from the Board is that this specific restaurant is part of a larger, stable business and that the Board believes the business has substantial capacity. It was commented that many businesses in this industry are getting extensions and loans based on the pandemic and the mandates on this type of business to operate at a lower capacity.

Action
Board Member Gannon made a motion to approve the requested loan extension.
Ald. Schneider seconded the motion.
A voice vote was taken, vote approved (7-0)

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

4) Port Washington Road Redevelopment

Dir. Tollefson stated that the two agenda items are in response to minor questions/inquiries from the Board after receiving information from staff and after the walking tour. Despite these items being light in terms of the overall strategy of the Port Washington Corridor, she wanted to ensure that all questions were addressed and answered.

She stated that internal conversations and discussions from the Board have covered the analysis of the base information about the corridor. Staff has provided the Board with:

- Zoning maps.
- Maps and data regarding square footage and acreage.
- Information regarding vacancies.
- Information about the TIF districts.
- The Board walked the sites/corridor

Staff has provided some initial suggestions on methods in which to make some distinctions among the corridor. At this point, a strategic plan needs to be implemented to make changes.

A big difference from previous areas in the city that have been studied is that those areas were mostly comprised of vacant land, where this area is made up of properties with a lot of base improvement value. This is a more complicated area to analyze. She stated that to achieve successful change and growth, it will need to be a multi-faceted approach. Before the Board goes through a thorough analysis and creates very specific recommendations, some of this information needs to be taken to a certain conceptual strategy level, some consensus building may be necessary for the Board will do 9-12 months of work only to possibly be met with resistance. Additionally, given current workload constraints of the Planning Department, this will need to be a strategic team approach with more input from other planning staff.

When questioned by the Board about the changes that would need to be considered, Dir. Tollefson answered that the following topics would need to be considered:

- Zoning Changes – location and use.
- Design Changes – architecture, building size/height and site planning.
- Changes to the TIF – including leveraging incentives.

There was discussion about the concerns regarding the full breath of dealing with the entire corridor and what it will take to manage this process. She emphasized to the Board that historically, when there has been proactive public planning policy analysis, and the city has set the tone for the market, the city has been successful over and over. She added that success is not achieved when operating from a reactive position. Dir. Tollefson suggested that a few of the Board members meet in a smaller group with planning staff to begin to strategize about this undertaking.

5) Technology Advancements: 5G Networks

Dir. Tollefson stated that she did some research on this topic and she has discovered that Mequon is not a candidate to be designated as a "Smart City" as the city does not currently meet the objectives to get grant funding. She commented that this would need to be a broader public decision involving the Council, the Mayor and a special committee focused on partnering with industry leaders as well as securing necessary funding. She suggested that the Board remain focused on continuing to develop, redevelop and create business and industry destinations at the commercial level and that the technology industry will be proactive to serve and follow the market investment.

6) Staff Updates

Dir. Tollefson updated the Board on recent development proposals and approvals:

- The single-family housing subdivisions west of Wauwatosa Road continue to grow.
- Veridian Homes received approval for an additional phase for 14 new lots.
- All MTSD Elementary and Middle Schools have received approvals for upgrades and modifications to their facilities and campuses.
- The Mequon Medical office is moving forward, and their Development Agreement was recently approved.
  Dir. Tollefson stated part of what was accomplished from the Ulao Creek study is that the

developer will be installing sidewalks, street trees, street fixtures and the outlot at the corner will include minor improvements to the landscaping and an extension of the sidewalk.

- A 9-lot subdivision (estate 5-acre lots) was proposed at the corner of Lake Shore Drive and Pioneer Road on a 70-acre parcel that abuts I-43.
- Copps Industries was approved for a new 78,000 sq. ft. building in the Mequon Business Park (Phase II) on an 8-acre parcel with the possibility of expansion in the future. They were allowed fewer architecture and design features on one elevation due to a potential, future expansion.
- Foxtown Brewery is seeking approval for a patio expansion. Staff is working with the developer on the signage for this location.
- The City has executed a contract with a consulting firm, Managing Partners, that will conduct a full operational analysis of the Community Development Department; including inspections, planning and code enforcement to evaluate and recommend the most efficient processes and methods to deliver the best customer service. The contract runs through July in hopes that some of the recommendations from the analysis can be included in the 2022 budget process.

  She explained that the EDB will be one of the stakeholder groups that the consultants will talk to regarding the role the Board plays in the business practices of economic development. There will be surveys, individual interviews and possible focus groups.

- Super Steel is preparing the former Telsmith facility for occupancy in March.
- Tim Carr updated the Board on the old Pick-n-Save property which has about 2 years left on their lease.

7) Announcements

The next meeting will be February 23, 2021 at 8:00 a.m.

8) Adjourn

Action
Board Member Sipiora made a motion to adjourn the meeting.
Board Member Kramer seconded the motion.
A voice vote was taken; vote passed (6-0)

Respectfully Submitted,

Kim Tollefson
Director of Community Development