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ECONOMIC DEVELOPMENT BOARD

Tuesday, January 28, 2025

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair 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
Alt. Board Member Colin Boyd -- **Absent**
Board Member Tracy Johnson -- **Absent**

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

2) Approval of Meeting Minutes from November 19, 2024

Action

Board member Gannon made a motion to approve the November 19, 2024, meeting minutes.
Board member Kramer seconded the motion.

A voice vote was taken; vote passed (7-0)

RESULT: **Approved [Unanimous]**
MOVED BY: Board Member Gannon
SECONDED BY: Board Member Kramer

AYES:	Carr, Gebhardt, Engel, Gannon, Kramer, McLean, Plautz
ABSENT:	Boyd, Johnson

3) 2025 Work Program Overview

Director Kim Tollefson stated that the Board deliberately chose to not take on any new large projects last year as there are currently two large policy items active: the Port Washington Road Market Analysis and the Southwest Sewer System Analysis. Both items are back in

front of the Board after consultant work during 2024, and will entail a heavier workload with actionable steps moving forward. Staff continues to work on these two projects.

She discussed timelines and gave an overview of some of the issues:

Port Washington Road Market Analysis:

- Zoning changes.
- Types of uses based on market.
- TIF incentives and possible modifications.
- Common Council's position on level of financial partnership for redevelopment projects.
- Targeted redevelopment sites.
- Creation of cluster uses.
- Marketing medical and office destinations.

Sewer System Analysis:

- Amended area.
- Location of desired infrastructure.
- Funding mechanisms.

4) Port Washington Road Market Analysis

Director Tollefson summarized that there are mostly positive results from the Port Washington Road Market Analysis and the main question going forward is how aggressive the Common Council will want to be in offering incentives to deal with targeted properties for redevelopment.

She commented that the current TIF incentive is running out of time for developers to recoup the benefits of the incentive which makes it less attractive. The Council has the authority to offer any incentive per the TID project plans.

The Board discussed the analysis results and the idea that the Board needs to guide the Council about proposed actionable items and gauge the Council's tolerance for being proactive in this corridor.

There was agreement that there are both short-term and long-term goals and the corridor requires a multi-faceted action plan.

The Board will prepare recommendations for the upcoming strategic workshop in April/May.

5) Southwest Industrial Sewer Service Analysis

Director of Public Works/City Engineer Kristen Lundeen stated that the consultants have completed the analysis of task #4 in the contract which includes analyzing the following issues:

- Geographic Area: both the proposed industrial area and potentially the adjacent residentially owned area.
- The physical layout of the sewer system - how to best serve the area utilizing the public roads for installation of sewer main.

If authorized, Task #5 is next and would consider the financial mechanisms for sewer infrastructure.

She commented that location and infrastructure needs will have to be considered including the correct size of the pipe required and the potential number of new residential homes that may be included at a future date. The pros and cons and the estimated cost will need to be reviewed and analyzed.

Staff also mentioned issues such as only ½ the road is included (County Line Road) and that a lift station would need to be included in the estimated costs. The changing boundary areas that would be required to be served have tax implications and would affect all the properties in the study area being required to pay sewer costs whether they utilize the public sewer system or not. The more acreage included lowers each individual property's cost.

Dir. Lundeen discussed various ways that the costs could be distributed, issues the master trunk analysis would need to consider and various financial and infrastructure policy discussions that would need to be had.

There was consensus from the Board to have the consultants move forward and continue their analysis of task #5 and to keep the lift station in the analysis for “delta” costs for now. Staff will run cost analysis, considering pros and cons of the public benefits. This item will be back in front of the Board over then next several months.

6) Community Survey

Director Tollefson discussed the 3 questions being considered to be included in the 2025 Community Survey. She discussed some modifications recommended by staff. There was a brief discussion and support from the Board to submit the revised questions back to the Public Welfare Committee.

7) Staff Updates

Staff gave a quick update on ongoing development projects.

8) Announcements

The next meeting is Tuesday, February 25, 2025, at 8:00 a.m.

9) Adjourn

Action

Board member Kramer made a motion to adjourn the meeting.

Board member Engle seconded the motion.
A voice vote was taken; vote passed (5-0)

The meeting adjourned at 9:40 am.

Respectfully Submitted,
Kim Tollefson
Director of Community Development