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ECONOMIC DEVELOPMENT BOARD
Tuesday, February 20, 2024
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:
Chair Timothy Carr
Alderman/Vice Chair William Gebhardt
Alt. Board Member Dennis Engel
Board Member Daniel Gannon
Board Member Michael Kramer
Board Member Inge Plautz
Alt. Board Member Colin Boyd **-- Absent**
Board Member Tracy Johnson **-- Absent**
Board Member Jeff McLean **-- Absent**

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

2) Approval of Meeting Minutes from January 23, 2024

Action
Board Member Gannon made a motion to approve the January 23, 2024, meeting minutes.
Board Member Engle seconded the motion.
A voice vote was taken; vote passed ((7-0)

RESULT	**Approved [Unanimous}**
MOVED BY:	Board Member Gannon
SECONDED BY:	Board Member Engle
AYES:	Carr, Gebhardt, Engel, Gannon, Kramer, Plautz
ABSENT:	Boyd, Johnson, McLean

3) Port Washington Road RFP for real estate market analysis

Assistant Director Jac Zader stated that the interview panel meet on January 29th to review the proposal. The two main concerns are the scope of the proposal and the cost. It was decided not to rush the process with a special EDB meeting, and the applicant submitted an updated RFP and adjusted the price from $85,000 to $69,000. He commented that staff is comfortable with the modified scope of the project and recommends approval.

Ald. Gebhardt added that he is supportive of the revised RFP as he believes it aligns with the objective and the city's strategy.

Director Kim Tollefson reminded the Board of how the actions of the EDB are part of the larger context of redevelopment along Port Washington Road and that it includes multiple action steps:

- **Streetscape Plan** - staff will finalize the plan and fall bids will go out for construction to commence in Spring 2025. The timing of construction is purposedly delayed so as not to conflict with the I-43 construction. The intent is for the enhancement of public space and aspects.

- **TIF Incentive Policy** - the goal is to provide an economic toolbox with as many options to fit the redevelopment needs as possible.

- **Design Standards** - to cover a variety of commercial style developments. Staff presented this issue to the Planning Commission to begin discussions regarding modifying the design guidelines.

- **Rezoning and Land Use** - changes to be made to address design issues and to provide transparent requirements to developers. The market analysis will help determine what type of zoning should be in place in various areas in the city and capture high priority opportunities.

Action
Board Member Kramer made a motion to recommend the RFP to the Common Council.
Alderman Gebhardt seconded the motion.
A voice vote was taken; vote passed ((7-0)

RESULT	**Approved [Unanimous}**
MOVED BY:	Board Member Kramer
SECONDED BY:	Alderman Gebhardt
AYES:	Carr, Gebhardt, Engel, Gannon, Kramer, Plautz
ABSENT:	Boyd, Johnson, McLean

4) Annual Revolving Loan Fund Program Report

Director Tollefson stated that she will provide an RLF update annually to the Board every February.
She commented that she worked together with the Finance Director to follow up on an outstanding loan. It has since been paid and that account is currently in good standing.

5) Staff Updates

Asst. Dir. Zader stated that he had Placer.ai present a demo for the county EDB. Although there is interest by some of the other communities, he is not certain that there would be funds to support this service and it would not be feasible until 2025 budgets are in place.

Director Tollefson stated that staff is continuing to push forward with the southwest industrial zoning initiative. She reminded the Board that the Council directed staff to hire a consultant to further the sewer service analysis. The preliminary review by the Deputy Director of Service and Utilities indicated that it is more complicated than originally anticipated. There are dollars budgeted in the 2024 budget to address some of the issues and that an RFP will go out this month will the intent of awarding the contract and work completed in the 2nd quarter. The sewer analysis will identify for the city how to masterplan as development incrementally happens, the developers can be directed on the correct size of mains, how to properly place the sewer for interconnectivity and how to assess cost of the sewer infrastructure and evaluate whether it is an appropriate expenditure that can be passed onto developers.

Staff answered questions from the Board regarding various developments and projects in the city.

6) Announcements

The next meeting is a special meeting on Tuesday, March 19, 2024, at 8:00 a.m.

7) Adjourn

Action
Board Member Gannon made a motion to adjourn the meeting.
Board Member Sipiora seconded the motion.
A voice vote was taken; vote passed ((7-0)

The meeting was adjourned at 8:55 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development