



11333 N. Cedarburg Road  
Mequon, WI 53092  
Phone: 262-236-2902  
Fax: 262-242-9655

[www.cityofmequonwi.gov](http://www.cityofmequonwi.gov)

**ECONOMIC DEVELOPMENT BOARD**  
**Tuesday, April 22, 2025**  
**8:00 AM**  
**North Conference Room**  
**Minutes**

1) Call to Order, Roll Call

**Present:**

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

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

2) Approval of Meeting Minutes from March 18, 2025

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

<b>AYES:</b>	Carr, Gebhardt, Engel, Kramer, Johnson, McLean
<b>ABSENT:</b>	Gannon, Plautz
<b>NOT PRESENT:</b>	<b>Boyd</b>

Board member Boyd arrived at 8:05 a.m.

3) Hotel Feasibility RFP Study

Director Kim Tollefson stated that a recommendation from the market analysis completed in November 2024, was for a hotel feasibility study. There was positive feedback from the Planning Commission at their April meeting, so it is a good time to start the RFP process as it takes time for the RFP submittals and submittal reviews.

She outlined some of the targeted goals of the study (also included in the RFP):

- The many data points included in the market survey will be relevant to a consultant working on the RFP and helpful to have baseline data for reliance and hopefully will reduce the cost of the RFP.
- The 13 prioritized sites are included for consideration.
- Targets:
  - Port Washington Road from County Line to Glen Oaks.
  - 60-100 rooms seem feasible.
  - Smaller 4-star hotel
- A goal of the hotel is that it would potentially be an economic engine to encourage some redevelopment, entertainment uses and generate some value/redevelopment in that corridor.

The market analysis consultant did supply a list of about 13 prospective firms that do this type of work that will be sent the RFP, along with marketing it to additional professional associations, league of municipalities as well as posted on the city website.

Dir. Tollefson reminded the Board that this will be funded by both TID 4 and TID 5 as well as annual consulting funds available to the Community Development department. The make-up of the funding will be determined once the proposals are received and vetted. She commented that the city can refuse the proposals if they are not cost effective or the proposals are not as targeted as anticipated.

She outlined the timeline of the RFP through the various city Boards and Committees.

She asked for feedback from the Board as well as a vote to recommend to the Finance and Personnel Committee.

The Board discussed different aspects of a potential hotel. The Board specifically commented that they want to include the need for a conference space as a desired amenity. The issue of the city room tax should also be included. There was a consensus that the feasibility report needs to support a hotel to make an investment and the city will need to make the decision whether it is a good financial project to partner with or not.

Dir. Tollefson explained that the zoning will need to be modified, and a first step is a discussion with the affected property owners. Typically, the property owners are supportive of zoning changes as it increases the uses allowed for their properties.

**Action**

Board member McLean made a motion to recommend the modified RFP.

Board member Kramer seconded the motion.

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

**RESULT:**                      **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:**                 Board Member McLean

**SECONDED BY:** Board Member Kramer

<b>AYES:</b>	Carr, Gebhardt, Boyd, Engel, Kramer, McLean
<b>ABSENT:</b>	Gannon, Plautz

4) Staff Updates

Director Tollefson shared that per the direction of the Board the southwest industrial park proposal will continue to be advanced to the Committee of the Whole and not wait for the financial workshops to take place.

She communicated that the City Administration office and some staff have begun discussions with Ehlers to understand the baseline information about the upcoming long range financial workshop.

Director Tollefson gave an update on various developments.

5) Announcements

The next meeting is Tuesday, May 20, 2025, at 8:00 a.m.

6) 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 concluded at 9:07 a.m.

Respectfully Submitted,

*Kim Tollefson*

*Director of Community Development*