



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

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, April 26, 2022

8:00 AM

Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

Present:

Board Member Timothy Carr
Alderman Brian Parrish
Board Member Daniel Gannon
Board Member Tracy Johnson
Board Member Michael Kramer
Board Member Jeff McLean
Board Member Andrew Petzold
Board Member Bruce Sipiora

2) Approval of Meeting Minutes from March 15, 2022

Action

Board member Kramer made a motion to approve the meeting minutes from March 15, 2022.
Board member Johnson seconded the motion.
A voice vote was taken; vote passed (7-0)

RESULT:	Approved [Unanimous]
MOVED BY:	Board Member, Kramer
SECONDED BY:	Board Member Johnson
AYES:	Carr, Parrish, Gannon, Johnson, Kramer, McLean, Sipiora
ABSENT:	Engel, Petzold

3) Recap of Milwaukee 7 & WEDC Presentation

Dir. Tollefson stated that the Board has expressed an interest in a 1-page promotional piece that will market the economic tools offered by the city to potential developers and business owners. She offered that there could be a supplemental piece that showcases specific areas of the city that have received new zoning districts, highlight priority sites, and could include

some mapping. This would require more work to continue to have updated material available. Dir. Tollefson stated that they are funds to hire someone to create the marketing piece. She offered the Board the opportunity to modify the existing programs or add any new programs to align with regional program objectives. She reminded the Board that staff has been waiting to create the promotional piece until all the changes to the TIFs on Port Washington Road are finalized.

The Board discussed the various elements for the promotional item. The Board believes it is important to have marketing material available and to ensure M-7 and WDEC have the information readily available. Suggestions of items to include:

- Air quality status, if good
- New highway and infrastructure - transportation system
- Water supply availability
- Showcase positives the city has to offer

The Board suggested that staff ask M-7 for examples of marketing pieces by other communities. Also to talk to M-7 about what marketing pieces work best.

It was also suggested to have Kathleen Cady Shilling from the OED more involved. The city website is being updated and it is an opportunity to overhaul the EDB portion of the website.

The Board will continue to work on this item. Changes to the TIF will be approved at the June Common Council meeting, then work on the marketing piece will commence.

4) Port Washington Road Land Use Market Analysis

Dir. Tollefson stated that the topic of a hotel has been previously discussed and the Board gave direction to staff to work to obtain a STAR Report. The investigation yielded the awareness that the STAR Report is for an analysis of a specific brand of hotel or a specific site. She asked the Board if this is a direction they want to continue, if they want to do a market analysis of hotel uses or if they want a broader market analysis of a variety of desired land uses for the Port Washington Road area. She added that this will provide some guidance for land uses, zoning districts and where to place those uses geographically. The Board needs to decide what the focus should be for this area.

The Board discussed the viability of a hotel and possible locations. It was agreed that zoning will dictate which uses will be allowed in specific areas. It was suggested that staff and Board members meet with some targeted property owners to be proactive in assigning zoning. It was concluded that the Board does not want to engage with a STAR Report at this time. It was suggested that staff bring recommendations forward and not hire a consultant at this time. The focus is to work on the targeted properties and to work with the owners.

5) Update on Port Washington Road Streetscape Contract

Dir. Tollefson stated the proposals were vetted internally, the applicants were interviewed, and the contract was awarded at the April Common Council meeting. The proposal that was awarded to Harwood was included in the Board packet. The Ad Hoc Design Committee will

work closely with staff and the applicant. EDB will also be kept informed about the progress made and will be included in some decisions that will need to be made. The contract includes proposed designs that have three tiers to it: low end, medium and high end. The goal is for implementation in Fall of 2023.

6) Outreach Event Planning: Fall 2022

Chairman Carr stated that the Board needs to identify who they want to do outreach with. There were some suggestions to work with some of the business owners or developers for an open house regarding development in the city. The discussion needs to continue to narrow down the specifics of the event.

Board Member Tracy Johnson and new member Igne Plautz volunteered to co-chair a subcommittee for the outreach event.

Staff distributed and discussed two upcoming outreach event opportunities.

7) Staff Updates

Dir. Tollefson updated the Board on the following projects:

- Proposed Single-family Subdivisions.
- Day Care Center on Donges Bay Road - they are making improvements although it is going slowly. They are planning to move forward and to open the business. The applicant has 1-year from the Planning Commission approval to open.
- Planner 1 position is still vacant. Interview process is underway.
- Arby's is going in at the ICAP location on Port Washington Road.
- Jilly's Car Wash is on the May Planning Commission agenda also located as part of the ICAP multi-tenant property, just south of Landmark Credit Union.

8) Announcements

The next meeting is Tuesday, May 24, 2022, at 8:00 a.m.

9) Adjourn

Action

Board member Gannon made a motion to adjourn the meeting.

Board member McLean seconded the motion.

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

The meeting concluded at 9:30 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development