



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

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, May 21, 2024

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

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

2) Approval of Meeting Minutes from February 20, 2024, and March 19, 2024

Action

Board Member McLean made a motion to approve the meeting minutes from February 20, 2024, and March 19, 2024.

Board member Engel seconded the motion.

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

MOVED BY: Board Member McLean

SECONDED BY: Board Member Engel

RESULT: **Approved [Unanimous]**

AYES: Carr, Gebhardt, Boyd, Engel, Johnson, McLean, Plautz

ABSENT: Gannon, Kramer

3) Port Washington Road Market Analysis

Assistant Director Jac Zader stated that a baseline report of the market analysis was presented to the Common Council (included in Board packet). He highlighted and briefly discussed the “unmet demand for the area” which was a point of discussion at the Council meeting (packet page 29).

Other noted categories from the analysis:

- Mequon Road & Port Washington Road & Town Center sees very similar visits as Grafton Commons.
- Identified cluster industries.
- Low retail vacancy.
- Traffic trends - weekday/weekend.
- Stakeholder input regarding residential land uses.

Director Tollefson stated that if the Board has any questions or comments or if they feel that there is missing data, that information should be forwarded to the consultant for review.

Ald. Gebhardt commented that the Council overall was pleased with the initial outcome of the analysis and feels encouraged that useful data will be provided. He mentioned that hotels were a topic of discussion as well as a focus on the “unmet demand” chart. The Council is interested in the recommendations that will be made once all the data is collected.

Asst. Dir. Zader stated that the market analysis will last through September and there will be another update to the Council in the process.

4) Port Washington Road Streetscape Plan

Asst. Dir. Zader stated that with all the I-43 road construction the Port Washington Road streetscape project has been delayed so that these efforts would not add more construction congestion for the motorists. It was decided by the Common Council last year that the streetscape construction project would be pushed to 2025. Meanwhile, staff have been working with the consultant to update the concept plan from feedback previously provided by the Council.

Overall feedback from the Council includes:

- Approval of the use of the stamped asphalt at the intersections.
- Elimination of annuals and pots that resulted in high maintenance costs.
- The Donges Bay intersection will be modified and that will need county approval.
- Signage desired.

Asst. Dir. Zader commented that all the medians will have some features and decorative treatment. All the plans will need to be approved by Ozaukee County and the DOT. TIFs #4 and #5 have increased in value and there are enough funds to cover this project.

There will be three locations for gateway signage. Director Tollefson commented that staff will start vetting sign designs and will then bring the options to this Board to review.

5) Community Survey

Director Tollefson stated that the Community Survey is being initiated by the Public Welfare Committee (“PWC”) and they are beginning to vet vendors to manage the survey. It will not go out to the residents until 2025 with results available late 2025. PWC has asked that all city boards and commissions bring forward a few ideas about topics that they would like to have included on the survey related to work they are doing.

She commented that this Board should think about future economic issues and begin to brainstorm ideas to suggest for the survey.

The Board discussed ideas and asked questions of staff about previous survey topics.

6) Town Center Story Map Presentation

Asst. Dir. Zader explained that staff has been working on a creating a story map, which is an interactive multi-media presentation. This will be posted on the city website soon. It details the history of how the Town Center district was created and the various steps of development. He demonstrated an overview of the interactive program and the economic impact of this area.

The Board appreciated the presentation and feel that the story map is an educational and easy tool to use to learn more about the creation of the Town Center district.

7) Staff Updates

The staff provided updates on various developments and projects in the city.

Dir. Tollefson communicated that over 1,400 postcards were mailed out regarding the floodplain open house on May 29th. It will be an all-day open house with a presentation by staff three times throughout the day to provide an overview of some of the changes and new maps that have been implemented by FEMA and how they affect the city. Residents have the opportunity to sign up to meet with staff individually to discuss how their property may be affected.

8) Announcements

The next meeting is Tuesday, June 25, 2024, at 8:00 a.m.

9) Adjourn

Action

Board member Engel made a motion to adjourn the meeting.

Board member Boyd seconded the motion.

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

The meeting was adjourned at 9:25 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development