



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2903
Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, May 24, 2022

8:00 AM

North Conference Room

Agenda

- 1) Call to Order, Roll Call**
- 2) Approval of Meeting Minutes**
Action requested: review and approve
- 3) New Board Member: Igne Plautz**
- 4) Guest: Mayor Nerbun**
- 5) City Strengths & Weaknesses**
- 6) RLF Loan Updates**
- 7) Rural Industrial Zoning & Infrastructure**
- 8) Outreach Event Subcommittee**
- 9) Staff Updates**
- 10) Announcements**
The next meeting is Tuesday, June 28, 2022, at 8:00 a.m.
- 11) Adjourn**

Dated: May 20, 2022

/s/ Tim Carr, Chairman

.....
Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and / or gather information about a subject over which they have decision making responsibility, although they will not take formal action thereto at this meeting.

Any questions regarding this agenda may be directed to the Dept. of Community Development office at 262-236-2903, Monday through Friday, 8:00 a.m. – 4:30 p.m.



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

Attachment: EDB_04.26.22_DRAFT (7362 : Meeting Minutes from April 26 2022)

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

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 to 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 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



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

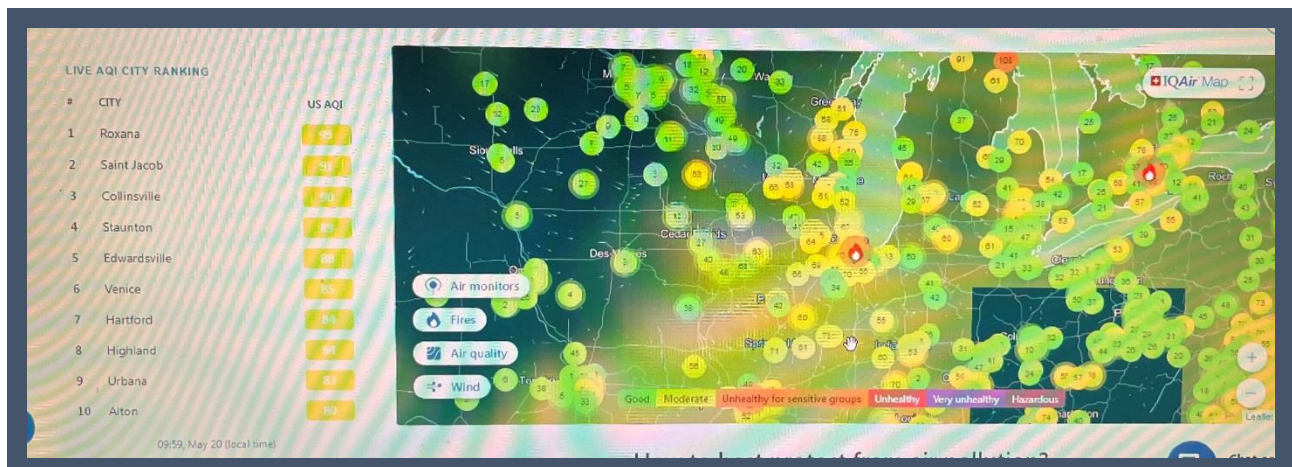
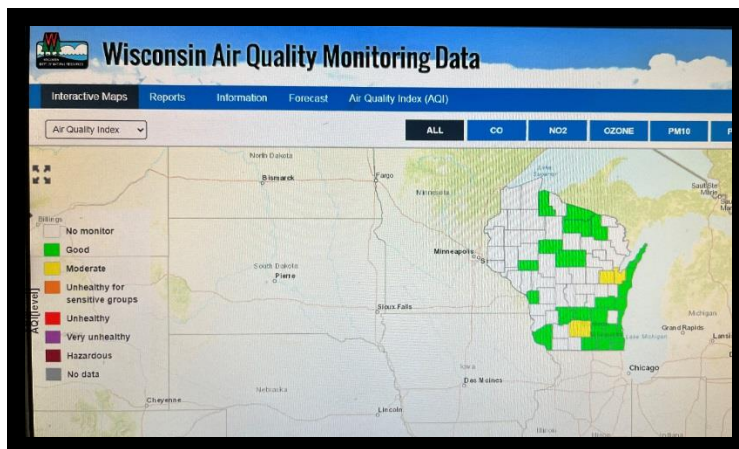
Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 24, 2022
SUBJECT: City Strengths & Weaknesses

Background

As the Board prepares to create a marketing brochure, a review of the City's strengths and weaknesses is necessary. Please find attached the documented list of such from the City's Comprehensive Plan 2035. The list was developed in 2009 with input from the Economic Development Board, Planning Commission and Common Council. Please select and prioritize which strengths should be included in the marketing piece.

As part of this subject matter, the Board wanted to consider air quality. Staff found sites that monitor the quality in WI and the Midwest. Ozaukee County appears to be in good standing. Further understanding is necessary to promote this strength but provided to the Board for consideration, nonetheless.



Attachments:

Strengths and Weaknesses per the 2035 Comprehensive Plan

City of Mequon Economic Development Strengths and Weaknesses

Section 66.1001 of the *Wisconsin Statutes* also requires that an assessment of City of Mequon strengths and weaknesses with respect to attracting and retaining businesses and industries be completed as part of the economic development element. This section includes a list of perceived strengths and weaknesses, which were identified by the Planning Commission using the same inventory data and public input as the desired businesses list for the City. The perceived strengths for attracting and retaining businesses and industries include:

- Low tax rate.
- Strong educational system including the primary and secondary schools within the local school district and technical schools (MATC). The City also has four year colleges such as Concordia University and is in close proximity to regional educational resources such as the University of Wisconsin – Milwaukee (UWM), Marquette University, and the Medical College of Wisconsin in Milwaukee County
- Strong quality of life, including good healthcare; tourism, recreational, and open space amenities; rural character; high quality public services; low crime rate; location in the Milwaukee Metropolitan Area; and strong historic preservation
- Good highway system, with location near I-43 and good access to Milwaukee and Chicago; easy work commutes
- Convenient access to good healthcare given the location of Columbia St. Mary's hospital and associated medical clinics and offices.
- Tax Increment Financing (TIF) and Revolving Loan Fund Financing incentives
- High level of public health
- Available land within the City of Mequon existing and planned business/industrial parks
- An educated and skilled workforce
- City of Mequon government that is free from corruption and is receptive to business needs
- Location of the City of Mequon east of the Great Lakes Watershed Divide. This location ensures that the City will have access to Lake Michigan water in the future and lessens dependency on other sources of water, such as ground water. The City is also better able to accommodate industries that use large volumes of water than areas that rely on groundwater as their only water source
- Availability of business services
- Consistent population growth
- Highly developed utility infrastructure, including gas and electric lines and the We Energies power plant in the City of Port Washington
- Strong public transportation system including the Ozaukee County Express Bus System, Ozaukee County Shared Ride Taxi System, and Port Washington Transport Shared Ride Taxi System
- Access to transportation and shipping through Mitchell International Airport and the Port of Milwaukee
- Strong regional cooperation and promotion through the Milwaukee 7 economic development initiative

The City of Mequon's perceived weaknesses regarding attracting and retaining desirable businesses and industries include:

- Lack of jobs with pay levels high enough to afford housing in the City
- Lack of affordable workforce housing
- Many educated young people leave the City¹
- Aging of the City workforce population
- Lack of awareness of opportunities including technical education and employment in “trade jobs”
- Lack of workers with skills suited to trade jobs and manufacturing jobs
- High land costs
- High infrastructure costs in communities with large minimum lot sizes
- Lack of venture capital
- Disconnect between the education system and the business sector – students are not necessarily learning the skills required by employers
- Lack of public transportation options
- Over-regulation of businesses
- Residents can be reluctant to change and fearful of new business ideas
- Lack of meeting, convention, and exhibition facilities that operate year-round in the City and County to showcase local businesses
- “NIMBY” (Not In My Back Yard) attitude in some cases

Summary: The City has many positive attributes, or strengths, that may be used to attract target businesses, such as a strong educational system, good healthcare services, good quality of life, location, development incentives and available commercial land, and water resources. The City's weaknesses for attracting businesses include the lack of workers with skills suited to trade jobs and manufacturing jobs, lack of public transportation options, over-regulation of businesses and the potential decrease in the labor force.

¹ It is perceived that many young educated residents of Ozaukee County and the Milwaukee Metropolitan Area as a whole leave the area for larger regions with greater job opportunities, such as Chicago. According to the 2000 Census, 23.9 percent of Chicago PMSA residents were in the 25 to 29 age group, compared to 21.9 percent in the Milwaukee-Waukesha PMSA.



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 24, 2022
SUBJECT: RLF Loan Updates

Background

Please find attached the status of all loans executed through the Revolving Loan Fund program. The Board questioned the status of Aleksa Learning Center. The loan is in good standing, the owner is preparing to open in September and staff's review of approvals does require the applicant to reinstate her approvals for the use and site plan through Planning Commission prior to opening. Per the loan approval, the applicant has 24 months to create the required jobs (5 FTE) to remain compliant. Both Planning staff and Ozaukee County Economic Development has communicated with the owner.

Attachments:

RLF Summary Status YE 2021 (PDF)

Revolving Loan Fund 2020 to 2021					
Name	Loan Type	12/31/2020 Loan Balance	2021 Loans Issued	2021 Principal Payments	12/31/2021 Loan Balance
Donges Bay LLC	Revolving Loan	-	100,000	-	100,000
Bear Arms	Revolving Loan	36,869	-	4,957	31,913
Screaming Tuna	Revolving Loan	21,931	-	5,377	16,554
Big Shot Sports	Revolving Loan	20,308	-	7,753	12,554
Spectrum Investment Advisors	Revolving Loan	22,302	-	22,302	-
Bartolotta Group	Revolving Loan	47,156	-	47,156	-
Form And Fitnesss	Emergency Loan	15,000	-	-	15,000
Fresh Start Physical	Emergency Loan	15,000	-	1,535	13,465
The Colour Bowl	Emergency Loan	15,000	-	1,842	13,158
Wick Metcalf Inc	Emergency Loan	15,000	-	1,929	13,071
Vertz Marketing	Emergency Loan	15,000	-	2,150	12,850
The Joxel Group	Emergency Loan	15,000	-	2,150	12,850
Telahl Inc	Emergency Loan	15,000	-	2,150	12,850
Sixty Five Inc	Emergency Loan	15,000	-	2,150	12,850
Ruby Tap	Emergency Loan	15,000	-	2,459	12,541
Michael Kim DDS	Emergency Loan	15,000	-	2,931	12,069
Shoot The Moon	Emergency Loan	11,500	-	1,412	10,088
Westpoint Cleaners	Emergency Loan	5,000	-	204	4,796
Bodhi Ayurveda	Emergency Loan	3,500	-	502	2,998
M-T Chamber of Commerce	Emergency Loan	15,000	-	15,000	-
Fitness Together	Emergency Loan	1,600	-	1,600	-
Faye's 1 Inc	Emergency Loan	15,000	-	15,000	-
Eye Candy	Emergency Loan	15,000	-	15,000	-
Eagle Technology	Emergency Loan	15,000	-	15,000	-
B-Golf	Emergency Loan	15,000	-	15,000	-
Armon's Catering	Emergency Loan	15,000	-	15,000	-
		410,165	100,000	200,560	309,605
			12/31/2020 RLF Cash Balance		302,201
			12/31/2021 RLF Cash Balance		405,295

Attachment: RLF Summary Status YE 2021 (7364 : RLF Loan Updates)



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 24, 2022
SUBJECT: Rural Industrial Zoning & Infrastructure

Background

The Board expressed interest in evaluating the land currently zoned B-6 in the southwest area of the City. This area is adjacent to City of Milwaukee, Village of Germantown and within proximity to access to Hwy 41/45 through the Village of Menomonee Falls. Please find attached two maps for the area, which also note proximity to public water and sewer. In addition, staff provides the links to the zoning districts currently in place for the area. The zoning dictates allowed uses. Staff and the Board can further discuss the strengths of the area related to potential land use that may be desired.

B-5: Light Industrial

https://library.municode.com/wi/mequon/codes/code_of_ordinances?nodeId=PTIICOOR_CH58_PLDERE_ARTIVZO_DIV5BUDI_S58-298LIINDI

B-6: Rural Industrial

https://library.municode.com/wi/mequon/codes/code_of_ordinances?nodeId=PTIICOOR_CH58_PLDERE_ARTIVZO_DIV5BUDI_S58-299RUINZODI

OA: Agricultural Overlay

https://library.municode.com/wi/mequon/codes/code_of_ordinances?nodeId=PTIICOOR_CH58_PLDERE_ARTIVZO_DIV4AGDI_S58-265OAAGOVDI

C1: Shoreland Wetland Conservancy

https://library.municode.com/wi/mequon/codes/code_of_ordinances?nodeId=PTIICOOR_CH58_PLDERE_ARTIVZO_DIV8CRENDI_S58-384SHTLCODI

C2: General Conservancy

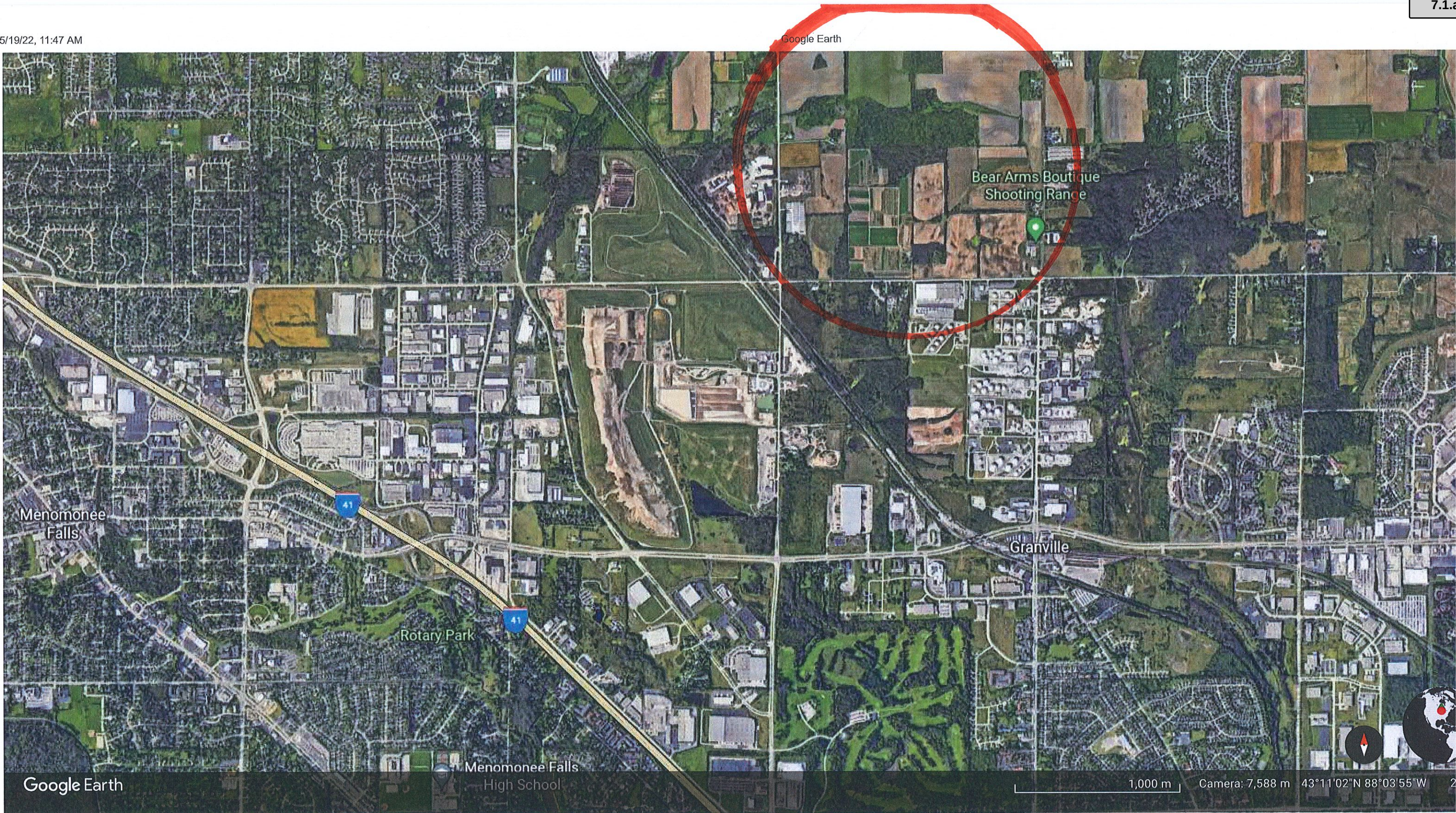
https://library.municode.com/wi/mequon/codes/code_of_ordinances?nodeId=PTIICOOR_CH58_PLDERE_ARTIVZO_DIV8CRENDI_S58-385GECODI

R-3: Single Family Residential

https://library.municode.com/wi/mequon/codes/code_of_ordinances?nodeId=PTIICOOR_CH58_PLDERE_ARTIVZO_DIV3REDI_SDIUSRE

Attachments:
Rural Maps (PDF)

5/19/22, 11:47 AM



Attachment: Rural Maps (7365 : Rural Industrial Zoning & Infrastructure)





11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 24, 2022
SUBJECT: Outreach Event Subcommittee

Background

Board members Johnson and Plautz offered to establish a subcommittee for planning a fall outreach event. The Board should discuss subcommittee makeup and tasks and meeting dates/times as well as initial planning needs.