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ECONOMIC DEVELOPMENT BOARD
Tuesday, May 24, 2022
8:00 AM
Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

Present:
Board Member Timothy Carr
Alderman Brian Parrish
Board Member Dennis Engel
Board Member Daniel Gannon
Board Member Tracy Johnson
Board Member Jeff McLean
Board Member Inge Plautz
Board Member Bruce Sipiora
Board Member Michael Kramer **-- Absent**
Board Member Andrew Petzold **– Absent**

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

2) Approval of Meeting Minutes from March 15, 2022

Action
Board Member Gannon made a motion to approve the meeting minutes from April 26, 2022.
Board Member Johnson seconded the motion.
A voice vote was taken; vote passed (8-0)

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

3) New Board Member: Inge Plautz

New member Inge Plautz introduced herself and gave some background on her experiences. The board members took turns introducing themselves.

4) Guest: Mayor Nerbun

Mayor Nerbun introduced himself, talked about his history with the city and answered some questions from the Board. He stated that some of the areas he would like to focus on include:

- Development Progress – keeping the momentum that has occurred in Town Center.
- Port Washington Road – review the current TIFs to be utilize the dollars available, renewed focused in this area.
- Cedarburg Road & Donges Bay Road area.
- Light Industrial opportunities in the southwest area of the city.
- Fire Department – the merging of departments and volunteerism needed.
- Public Safety is a priority

5) City Strengths & Weaknesses

Dir. Tollefson stated that as part of the 2035 Comprehensive Plan, many boards and committees weighted in on what they believed are the city's strengths and weaknesses. The list was provided in the packet and the goal is to decide which items are a priority and should be showcased on the promotional marketing piece.

The Board suggested these 5 issues are high importance:

- TIF / Incentives
- Land location and available land
- Business Services
- Access to Infrastructure (water & power)
- Ability to work with a known entity

a. City Strengths & Weaknesses

6) RLF Loan Updates

Dir. Tollefson stated that she and Kathleen Cady-Schilling from OED have reached out to the applicant for the Aleska Learning Center. There have been some delays, but the intent is to open in the fall. She is in good standing with her loan. Per the RLF Agreements, there is an obligation to create 5 full-time equivalent positions within 24 months of receiving approval. There are 12 months remaining to be compliant. The city approvals of the Conditional Use Grant and Building and Site Plan from June 2021 will expire after1 year and extensions will need to be obtained.

Big Shot Sports has had a long-standing loan and they just received Planning Commission approval to construct a new clubhouse. There will be 5 simulators located in the new club house, they have started a junior club program and want to eventually have mini golf. Dir. Tollefson stated this is exactly what the RLF program is meant to do to help smaller businesses grow.

7) Rural Industrial Zoning & Infrastructure

Dir. Tollefson stated that the sewer capacity could be expanded in this area to meet demand. There is somewhat limited land, and it has an extremely limited zoning area. There was some discussion about this area and what could be done here.

8) Outreach Event Subcommittee

Board member Plautz stated that the Sub-Committee will meet and come up with a few ideas before the next Board meeting. She commented that the intention of what the Board wants to convey to the community and what value add can be gained will be considered. She offered that anyone on the Board interested in being on the Sub-Committee is welcomed. She stated that this issue will be further discussed at the next meeting once the Sub-Committee has a change to meet.

9) Staff Updates

Dir. Tollefson stated that Jilly's Car Wash received Planning Commission approval for a new business on Port Washington Road. A proposed subdivision (Burr Oaks) received rezoning approval; 5 of the 6 TDR credits are being used for this development. Dir. Tollefson is working to schedule a meeting with the Brixmor representatives to discuss the Pavilions.

10) Announcements

The next meeting is Tuesday, June 28th at 8:00 a.m.

11) Adjourn

The meeting concluded at 9:00 a.m.

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)

Respectfully Submitted,

Kim Tollefson
Director of Community Development