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ECONOMIC DEVELOPMENT BOARD
Tuesday, June 24, 2025
8:00 AM
North Conference Room

Agenda

- 1) **Call to Order, Roll Call**
- 2) **Approval of Meeting Minutes from May 20, 2025**
Action requested: review and approve
- 3) **EDB Purpose, Objectives and Work Program**
- 4) **Staff Updates**
- 5) **Announcements**
- 6) **Adjourn**

Dated: June 20, 2025

/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.



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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

AYES:	Carr, Gebhardt, Engel, Kramer, Johnson, McLean
ABSENT:	Gannon, Plautz
NOT PRESENT:	Boyd

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

AYES: Carr, Gebhardt, Boyd, Engel, Kramer, McLean
ABSENT: 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*



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: June 24, 2025
SUBJECT: Board Purpose

Background

The City's Economic Development Board's purpose and objectives are identified by Chapter 2, Administration of the code of ordinances as adopted by the Common Council. There is an interest in revisiting the Board's focus, programs and tools and the current work program.

Attached are the Board's most recent two work programs and the creation, purpose, powers and duties by ordinance.

Attachments:

WorkProgramJan 2025 (XLSX)
2022 Work Program Chart (XLSX)

Economic Development Board Work Program 2025					
	EDB	PC	COTW	CC	Notes:
Port Washington Road Redevelopment <u>Market Analysis</u> Zoning Cluster Destination of Uses Infill Development Opportunities TID Authority Target Transformative Uses Marketing Branding Wayfinding Signage Redevelopment Authority <u>Design Standards</u> <u>Streetscape Plan Implementation</u>		January-March January -March January - September January - March	June June July	August	Prepare Recommendation and get Council action prior to remaining tasks MF, Hotel & Entertainment, Age-Restricted Housing w Amenities
SW Industrial Development Sewer Service Analysis Water Connection Contract Zoning Road Reconstruction Maintenance Aesthetics	January - April		April		Prepare Recommendation and get Council action prior to remaining tasks Under Negotiations with CA Draft Complete Multi-jurisdictional
Community Survey Questions	January		March	April/May	
TID Administration Project Plan and Policy Incentive Program TID 2 Close JRB		October-November			On-Going On-Going Administrative Post Audit Annually
Revolving Loan Fund Program					On-Going
Emergency Loan Fund Program	Feb				These should close in 2025
October Manufacturing Month	July - October				Select Featured Business by July meeting

Attachment: WorkProgramJan 2025 (10462 : Board Purpose, Objectives and Work Program)

Economic Development Board: Work Program 2020-2023

Objective #	Description	2020	2021	2022	2023	Budget Request	Staff Comment
1	Economic Promotion & Marketing						Significant enhancements to city tools, programs and effort. These programs, success stories should be highlighted on web and in hard copy for distribution CUW opportunity Article Issued
	a. Website Improvement	X		X			
	b. Brouchure			X			
	c. Summer Intern	X					
	d. Business in Focus	X					
2	Community Survey(s)					Yes	Two surveys issued that result in potential program creation. These have yet to be evaluted and recommended
	a. 2019	X	X				
	b. 2013	X	X	X	X		
3	DCD RFP						A RFP was issued for DCD technology, efficiency and staffing. Submissions are due late May 2020
	Report		X				
	Implementation			X	X		
4	Community Outreach					Yes Yes	Partnership Oppportunites Exist and should be explored related to other work program objectives
	a. Community Partners (WEDC, Chamber, OZ Co, CUW, UW-Ext MATC, MT School District, Clubs)	X					
	b. Host 1 Annual Event			X	X		
	c. Focus Groups						
5	Economic Summit	X					Through UW-Madison the City is co-sponsoring an economic development summit with other Oz / Wash Co. partners. Originally scheduled for June with primary and secondary topics of interest
6	Port Washington Road	X	X				PC Policy Subcommittee Land Use Discussion needs support by EDB
	a. Hotel Market Analysis			X			
	b. Evaluate High Priority Sites			X			
7	East Growth Land Use	X	X				PC Policy Subcommittee Land Use Discussion needs support by EDB
8	TC Strategy	X	X	X	X	Yes	The Town Center is achieving its planning, economic and financial goals. Objectives remain and there is an expenditure deadline of April 2023 with a district closure of 2028. Priorization of remaining goals
9	WEDC Partnership	X					EDB has had 1 of 2 meetings with WEDC to assess alignment of business development and tools/programs
10	Neighborhood Strategy	X	X	X	X	Yes	Staff recommends the development of 3-4 nrighborhood economic development strategic plans. Neighborhoods include East Growth, PW Road, Donges Bay/Cedarburg Road, TC, Friedstadt, Hwy 57 North of Bonniwell
11	TIF #4 & TIF #5		X				Evaluation of districts and possible amendments
12	RLF / Emergency Loans	X	X	X	X	Yes	Leverage RLF for neighborhood strategic plans

KEY:
 Complete
 In Process
 Must Initiate