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ECONOMIC DEVELOPMENT BOARD

Tuesday, June 25, 2024

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 Daniel Gannon
Board Member Michael Kramer
Board Member Jeff McLean
Board Member Tracy Johnson -- **Absent**
Board Member Inge Plautz – **Absent**

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

2) Approval of Meeting Minutes from May 21, 2024

Ald. Gebhardt made a motion to approve the May 21, 2024, meeting minutes.

Board member Engel seconded the motion.

A voice vote was taken, vote passed (6-0)

RESULT:	Approved [Unanimous]
MOVED BY:	Alderman Gebhardt
SECONDED BY:	Member Engel
AYES:	Carr, Gebhardt, Boyd, Engel, Gannon, Kramer, McLean
ABSENT:	Johnson, Plautz

3) Community Survey Topics

Director Kim Tollefson stated that the Board's comments from the brainstorming session at the previous meeting, mostly were based on results that should be generated from the current market analysis. She does not want to include these types of questions on the community

survey because any action implementation from the market analysis results would need to wait until the community survey results are received which pushes this project to late 2025.

She commented that she had included previous surveys in the Board packet as examples for the Board to review to help generate ideas for questions to be included on the upcoming survey.

There was discussion amongst the Board about possible topics to include.

4) Ulao Creek Development Implementation

Dir. Tollefson stated that development is occurring in this area of the city, and she talked through some specific sites within the Ulao Creek district.

There was some discussion about that district amongst the Board.

Dir. Tollefson concluded by stating that there is beginning to be development here in response to the zoning and it would be beneficial to continue to gather intel about specifics about some of the sites; both threats and opportunities, in order to be more proactive about possibly marketing some of these sites or encouraging consolidation and opportunities for future development.

She commented that there may be an opportunity for a capital improvement project to do something such as a gateway feature or something to anchor that corner at the corner of N. Port Washington Road and Highland Road.

She explained that there is a requirement for all new developments to include the multi-use path located on the west side of N. Port Washington Road. There is a park system planned for this area of the city that is included in the Parks and Open Space Comprehensive Plan. It is a linear park that is a 10-mile loop that runs from Pioneer Road alongside Ulao Creek down to Oriole Lane out to Port Washington Road.

5) Port Washington Road Streetscape Plan: Corridor Concept Sign Designs

Dir. Tollefson stated she is looking for feedback regarding the type of style for signage on N. Port Washington Road. Dir. Tollefson shared specific designs for consideration. The Board's preference is a traditional structure, with stone, if permissible and some elements that can be used consistently in the city such as Ulao Creek and other geographic areas.

6) Staff Updates

Staff gave updates on current projects and developments in the city.

7) Announcements

The next meeting is Tuesday, July 23, 2024, at 8:00 a.m.

8) Adjourn

Action

Board member Gannon made a motion to adjourn the meeting.

Board member Engel seconded the motion.

A voice vote was taken, vote passed (6-0)

The meeting adjourned at 9:08 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development