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ECONOMIC DEVELOPMENT BOARD

Tuesday, June 28, 2022

8:00 AM

Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

Present:

Chairman Timothy Carr
Board Member Dennis Engel
Board Member Daniel Gannon
Board Member Tracy Johnson
Board Member Michael Kramer
Board Member Inge Plautz
Board Member Bruce Sipiora
Alderman Kathleen Schneider
Board Member Jeff McLean -- **Absent**
Board Member Andrew Petzold -- **Absent**

2) Approval of Meeting Minutes from May 24, 2022

Action

Board member Engel made a motion to approve the meeting minutes from May 24, 2022.

Board member Sipiora seconded the motion.

A voice vote was taken; vote passed (8-0)

A correction to page 3 was noted.

RESULT: **Approved [Unanimous]**

MOVED BY: Board Member Engel

SECONDED BY: Board Member Sipiora

AYES: Carr, Engel, Gannon, Johnson, Kramer, Plautz, Sipiora, Schneider

ABSENT: McLean, Petzold

3) Outreach Event Subcommittee

Board members Plautz and Johnson worked together to begin the conceptual planning phase of the outreach event. They distributed a page with ideas for the event and an outline of the timing for the day of the event.

Board member Plautz stated that the intent is for an event which will bring value and attract the economic contributors. The plan is to showcase one of the new event spaces in the city and to possibly hold the event in September. She explained that the theme is to proudly demonstrate what the city is comprised of and what it has to offer. There are many avenues to explore when deciding on a specific theme and identifying the keynote speaker will help to determine the topic.

She stated that they would like the event to be held from 4:00 pm– 6:00 pm. They are looking for some sponsors to help finance the event. They believe an economic update should be given to highlight positive news happening in the city. Their plan for the event includes a keynote speaker and a panel for discussion.

There was discussion among the Board that the date should be moved back to October due to sufficient timing needed to properly plan the event as well as to coincide with Manufacturing month which is in October.

The Board discussed who the target audience will be, suggested panel members and possible speakers. There was a suggestion to create a “buzz” for the event and possibly a revealing of something new.

Board member Plautz stated the agenda will be updated and brought to the next meeting. Board Member Johnson also encouraged the other Board members to be part of the planning subcommittee. There was feedback from the Board that the Foxtown Annex would be an ideal location for the event.

The Board was very supportive and appreciative of the efforts made towards the planning of this event. It was mentioned that it may make more sense to push back the date so that there is time to organize the event to the best it can.

It was decided that the subcommittee will also include Chairman Carr and staff liaisons will be Kim Tollefson and Robin Buzzell.

4) Neighborhood Commercial Node: Donges Bay & Cedarburg Road

Dir. Tollefson stated there is an interest internally by Mayor Nerbum and Ald. Parrish regarding the neighborhood node of Cedarburg Road and Donges Bay Road. A few years ago, there was a moratorium, and it was rezoned then. The rezoning as a tool alone is not enough to see the type of redevelopment that is desired for this area. At the time of the rezoning there was not an interest for additional financial incentives. There now is some internal interest in establishing a small TIF in this area. Dir. Tollefson created an outline of the newly rezoned area that might be compelling for a TIF District. She explained that she limited it to the commercial areas.

She stated that there are other projects still in the work program that need to be completed and she wants to be cautious about too many projects being started at the same time due to limited staff resources.

She reminded the Board there is the opportunity to capture commercial uses in this location that are not allowed in the Town Center zoning district. Residents from the west side of the community commute through this area and a market analysis was conducted at the time of the rezoning.

5) TID No. 4 & 5 Incentive Policy

Dir. Tollefson stated that some of the items on the work list include:

- Revised Incentives for TIF 4 and TIF 5:
 - This item is going to Committee of the Whole in July.
 - Resolution to Common Council on July 12, 2022.
 - Promotional brochure creation after these approvals.
- Contract for Port Washington Road streetscaping:
 - Staff currently working with the consultant.
 - Scheduled to go to the Design Committee in the next month or so.
 - Rezoning some parcels on Port Washington Road and meetings with owners of the high priority sites.
- Ulao Creek Design Standard Guidelines need to be completed.
- Industrial Zoning in the southwest corner of the city is of interest and includes infrastructure / utility planning.
- Multi Consultant Work for staff in getting the final streetscaping improvements in Town Center completed.

6) Staff Updates

Dir. Tollefson provided updates on current projects and developments:

- Kwik Trip – the public showed up at the May Common Council meeting which triggered a joint meeting with neighbors, staff and Kwik Trip representatives that was productive for all parties. Planning Commission approved a 10-foot fence to be installed along the east property line to mitigate the issues with the debris. The approval was based on this being a unique site that is the only site in the city that is a gas station, convenient store, and car wash immediately adjacent to single family homes.

As part of their approval there are about 8-10 items on site to also be addressed including:

- Landscaping enhancements.
- Additionally large garbage buckets.
- Not deliveries or services to be operated overnight.

- New 7-lot subdivision at Villa Grove Road and Freistadt Road.
- Tropical Smoothie Café going into the Pavilion next door to Jersey Mikes.
- Text Amendment was approved for an event facility in the Town Center Zoning District.
 - Controls were put in place to ensure small scale operations.
- LA Crystal located in the Town Center is relocating and the site will be cleaned.

There was mention that both Sobelman's and Ferrante's are for sale.

7) Announcements

The next meeting is Tuesday, July 26, 2022, at 8:00 a.m.

There is no meeting in August.

8) Adjourn

Action

Board member Kramer made a motion to adjourn the meeting.

Ald. Schneider seconded the motion.

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

The meeting adjourned at 9:35 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development