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ECONOMIC DEVELOPMENT BOARD

Tuesday, July 26, 2022

8:00 AM

North Conference Room

Agenda

- 1. Call to Order, Roll Call**
- 2. Approval of Meeting Minutes from June 28, 2022**
Action requested: review and approve.
- 3. TIF Incentive Policy**
- 4. Outreach Event Subcommittee**
- 5. Staff Updates**
- 6. Announcements**
The next meeting is Tuesday, September 20, 2022, at 8:00 a.m.
- 7. Adjourn**

Dated: July 22, 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.



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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 Memener Engel
SECONDED BY: Board Member Sipiora
AYES: Carr, Engel, Gannon, Johnson, Kramer, Plautz, Sipiora, Schneider
ABSENT: McLean, Petzold

Attachment: EDB_06.28.22_DRAFT (7530 : Meeting Minutes from June 28, 2022)

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



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Office of Community Development

TO: Economic Development Board
FROM: Jac Zader, Assistant Director Community Development
DATE: July 26, 2022
SUBJECT: TIF - Port Washington Road Update

Background

The Common Council Committee of the Whole reviewed the changes recommended by the Economic Development Board on July 12, 2022. Overall, the CCOW was supportive of the changes to the incentive policy and provided the following changes:

1. Include a sunset provision of 5-7 years to incentivize development at a faster pace.
2. Define what are considered high priority uses.
3. Formally adopt the incentive policy concurrent with the design guidelines and zoning approvals.
4. Incentivize the ability to keep the Sobelman's and Ferrante's buildings.

Staff will work the Board over the next few months to further refine the policy and incorporate the suggestions made at the CCOW. In addition, staff will work with the Planning Commission regarding the zoning and design standards.

END OF MEMO



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: July 26, 2022
SUBJECT: Donation Budget

Background

The Economic Development Board plans to host a special event regarding development. At recent meetings, the Board weighed concepts for the framework of the event. In preparation of the event and sponsorship, the Board requested additional information on budgeting and the City's financial donation policy (see attached). The following highlights the Board's financial parameters:

- Allocated 2022 funding to the Department for general activities related to boards and commissions is \$10,000.
- Donations may be accepted without City Common Council prior approval if less than \$5,000.
- A donation list should be provided to City in advance of acceptance to ensure compliance with the City's Donation Policy.

City staff will work the Board over the next few months to further refine the special event and provide assistance related to donations.

END OF MEMO

Attachments:
Donation Policy (PDF)

POLICY STATEMENT 16 DONATION POLICY

General

The City's donation policy provides those in the community with the opportunity to give through memorials, gifts and donations. This policy is not intended to compete with other non-profits or friend groups with which the City works, but rather to provide those that specifically are interested in City projects the opportunity to give.

Process Overview:

Unrestricted or restricted cash donations (e.g. currency, personal check, cashier's check or money order) and real property may be accepted by the City without prior approval if less than \$5,000. Any unrestricted or restricted cash donations or real property with a value greater than \$500 but less than \$5,000 may be accepted without prior approval from the Common Council, but a list of these donations must be provided to the Finance-Personnel Committee. Cash donations or real property donations over \$5,000 cannot be accepted without prior approval from Common Council. Cash donations will be deposited by the Finance Department.

Prior to accepting any donation, the City and its employees must consider:

- A. Is it consistent with the aesthetic and functional integrity of the City's existing and proposed facilities and goals.
- B. Whether donations do not cause unbudgeted expenditures or significant ongoing expenditure responsibility for the City and if there are funds to support these donations.
- C. They do not create liability for the City regarding the health and safety of facility users.
- D. Donations must be scrutinized to assure that they do not create conflict of interest problems, special treatment concerns, or other ethical issues related to any Committee, Board, City Employee or Council Member.

The City reserves the right to deny any donation.

The City must have statutory authority to use/spend the donation for the purpose(s) that it is intended for.

All items purchased or accepted by donation will receive standard levels of maintenance by the City during their normal life expectancy.

Items that are damaged will be repaired or replaced as feasible, but the City does not guarantee replacement of any items damaged beyond repair or where the cost to do so is not considered cost effective.

Solicitation of gifts on behalf of the City for public purposes must comply with the general conditions listed below:

- A. An elected official, appointed local official or employee shall not solicit any donation to the City under circumstances that in fact or in appearance:
 - 1. Rewards, influences, or tends to impair the judgement of the performance of the official's or employee's official duties; or
 - 2. Provides special consideration, treatment, advantage, privilege or exemption for, or coerces a potential donor.
- B. Inspectors, regulators, police, prosecutors or other employees with enforcement powers should not solicit gifts from any source.
- C. Employees with discretionary authority over any permit or application should not solicit donations.
- D. Donations should not be solicited from any of the following interested entities:
 - 1. Current City vendors and contractors;
 - 2. Vendors, contractors, entities or individuals who have had contracts or submitted proposals or bids within the last 12 months;
 - 3. Vendors, contractors, entities or individuals reasonably anticipated to have business with the City within the next 3 months;
 - 4. Persons or entities actively promoting or opposing City legislation;
 - 5. Persons or entities with matters pending before a City department, board or commission.

After any donation is received, the staff member who took receipt of the donation must complete a "Donation Receipt" form. The original completed form should be turned into the Finance Office with all related material. The prospective division should retain a copy and a copy should be given to the donor.



DONATION RECEIPT FORM

DATE: _____

DONOR'S NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ DONATION AMOUNT: _____

If land, goods or services, describe: _____

PLEASE CHECK WHERE APPROPRIATE:

- ☐ This donation is unrestricted in its use
☐ This donation is restricted for the following purpose

PERSON COMPLETING THIS FORM:

I wish/do not wish (circle one) to be recognized for my contribution.

Signature of donor or group representative & title:

Signature & title of City employee receiving donation:

NOTE: Donation is tax deductible to the extent allowable by law. It is the responsibility of the donor to determine fair market value of this donation.

NO GOODS OR SERVICES WERE PROVIDED IN EXCHANGE, IN WHOLE OR PART, FOR THIS DONATION

APPROVED BY:

Mayor: _____ Date: _____

City Administrator: _____ Date: _____