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ECONOMIC DEVELOPMENT BOARD
Tuesday, July 26, 2022
8:00 AM
Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

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

2) Approval of Meeting Minutes from June 28, 2022

Action
Ald. Schneider made a motion to approve the June 28, 2022, meeting minutes.
Board Member Johnson seconded the motion.
A voice vote was taken; vote passed (8-0)

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

3) TIF Incentive Policy

Chairman Carr thanked Asst. Dir. Zader for his presentation to the Committee of the Whole on behalf of the EDB.

Asst. Dir. Zader stated that there was a lot of support for the policy changes as well as some suggestions made (also listed in the report):

1. Sunset the provision for 5-7 years as this will incentivize development to happen more quickly and as it is related to the expiration of the TIF in 2030.
2. High priority uses need more definitions. Additionally, adopt the incentive policy concurrent with the design guidelines and the zoning approval.
3. Incentivize the Sobelman and Ferrante buildings to remain as same uses.

He concluded that overall there is support of the changes and a high level of interest in the redevelopment of the south portion of Port Washington Road.

There was discussion about the Sobelman's and Ferrante's buildings and whether the preference is to tear down those buildings or have them repurposed. It was commented that these are different sites with different setbacks and different challenges. The preference is to have a restaurant replace the Ferrante's building.

Dir. Tollefson suggested that other banks in the community could be approached to set up a new incentive that could be another tool to offer businesses.

Asst. Dir. Zader agreed that a list of prohibited uses would be beneficial. He answered that focusing on the high priority uses and the zoning changes should be the immediate focus.

Ald. Parrish suggested that the Board review the Neighborhood Commercial zoning uses as the uses will be similar for this area. He also stated that the north end of the Pavilions is a high priority area and that zoning will set the tone for the new areas as to what will be allowed. He does not believe that the north end and the south end of the Pavilions need to be the same zoning.

Dir. Tollefson stated that work to be done going forward includes:

- Breakdown of the Port Washington Road corridor into data and statistics and review with the Mayor.
- Policy Subcommittee will reconvene to work on the zoning regulations for the Port Washington Road southern corridor.
- Refine the financial policy – create administrative guidebook to be approved by the Council.
- Uses to be reviewed by EDB as zoning is assigned.

4) Outreach Event Subcommittee

Board member Johnson stated that the committee has not met since the last board meeting but shared the following updates:

- Foxtown supplied 5 available dates for the event this fall.
- Event could be done for $5,000 – based on 75 attendees with an open bar, food and printed materials
- Suggested speakers: Tim Sheehy, Tom Nieman – or his son. Someone with a positive success story in Mequon.
- The rental space at Foxtown was discussed.

Dir. Tollefson added these updates:

- DCD budget has funds available for Board support.
- Donations can be accepted less than $5,000 without any approvals.
- Staff should vet donations to ensure they comply with policy.

She also commented that without having the incentive policy approved in time for a Fall, there will not be the opportunity of a big announcement at the event. Additionally, the speakers need to deliver an authentic message. There needs to be some control regarding the speeches content and suggestions.

Board member Plautz suggested that there be a prep meeting with the speakers and possibly script could be requested ahead of time.

There was discussion regarding the date and whether there is enough time to put together the event for fall or whether it is best to wait until Spring. There was Board consensus that the event needs to be done correctly and that the incentive announcement is an important component. The Board also discussed whether this could be an annual event or grow into two events per year. There was agreement that the focus should be a celebration and highlight the successes in the city. There was discussion about whether the event held at Foxtown is appropriate considering the event may be focused on new facets of Port Washington Road (east side of town).

The subcommittee plans to meet in August to fine tune event details.

5) Staff Updates

Dir. Tollefson gave an update about new developments recently approved:

- New 11-lot subdivision located by the northern section of Gazebo Hills and east of North Shore Estates. The residents on Fairway Circle were adamant about not having a connection between their court and the proposed subdivision. The subdivision was approved by Planning Commission with a pedestrian/bike path connection (and not a road connection).

- MTC1 was approved to convert the second floor of the south building commercial space into 8 residential 1-bedroom apartments. This is allowed as part of the PUD as only 28 residential units are currently used of 150 allowed. A parking analysis was done as shows it will be beneficial to the development and each apartment will be assigned a parking space in the covered garage.

- Anytime Fitness and a new smoothie store was approved over in the Panera Bread development.

- Spirit Halloween will temporarily be using the DSW space until November 10th.

Ald. Parrish stated he has been working with the Council on the "absent" policy and some new content will be coming forward in the next few months.

6) Announcements

The next meeting is Tuesday, September 20, 2022, at 8:00 a.m.

7) Adjourn

Action
Board member Gannon made a motion to adjourn..
Board member McLean seconded the motion.
A voice vote was taken; vote passed (8-0)

Meeting adjourned at 9:20 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development