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ECONOMIC DEVELOPMENT BOARD
Tuesday, September 20, 2022
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

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

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

2) Approval of Meeting Minutes from July 26, 2022

Action
Board Member Engle made a motion to approve the minutes from July 26, 2022.
Board Member Johnson seconded the motion.
A voice vote was taken; vote passed (7-0)

RESULT:	**Approved by Voice Acclamation [Unanimos]**
MOVED BY:	Board Member Engel
SECONDED BY:	Board Member Johnson
AYES:	Carr, Engel, Gannon, Johnson, McLean, Sipiora, Schneider
ABSENT:	Kramer, Petzold, Plautz

3) TC Business Loan: Mammoth Fitness

Dir. Tollefson stated there are several financial institutions in other communities that are investing dollars through a loan program to help meet certain objectives that the cities want to achieve. From the bank's perspective it helps them meet their community reinvestment act requirements. First Bank was doing this in some other communities, so Dir. Tollefson reached out to them, now Bank Five Nine, to inquire whether they were interested in doing this in Mequon for a specific targeted geographic area with specific objectives. They were interested and Town Center neighborhood was selected.

The program details basically state that the city is evaluating the use to ensure that it is the type of use wanted in the Town Center and to help further encourage the investment of that future business.

It was discussed that it is a CrossFit business. It was noted that signage costs were not included in the proposal. It was stated that there is no financial risk to the city, but there is benefit to having buildings full in the community.

Action

Ald. Schneider made a motion to recommend approval of the loan.
Board member Johnson seconded the motion.
A voice vote was taken; vote passed (7-0)

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

4) Update on Port Washington Road Streetscape Design Concepts

Asst. Dir. Zader stated the Ad Hoc Committee and the landscape consultant have been working on 3 primary focuses for the Port Washington Road project:

1. Median landscaping
2. Lighting
3. Crosswalks

The decisions from the Ad Hoc Committee meeting last wekk results in the elimiation of interior mid-block crosswalks and supports decorative crosswalks only at the signalized intersections, which have not yet been selected. They do not believe stamped concrete will hold up over time. Stamped color asphalt may be an option or a paint treatment.

There will be a few tiers of the islands. The larger island will have a tree grove area with crushed stone, some up lighting and Aspens.

The smaller islands will have decorative pots and some vertical features, to be determined.

Other areas that will see improvements:

- The island in front of Culvers will be redesigned as it is a safety issue and there is an opportunity to pick up some more green space there.
- The area north of the the Donges Bay Road intersection has rumble strips which will be replaced by landscape islands.

Staff asked the Board not to talk about these proposed changes to the property owners yet. Staff will reach out to them when a concept plan is finalized.

The intersection at Mequon Road will have landscaping improvements north of it as well.

Asst. Dir. Zader stated that the final detail to work through is the lighting. The uniformity ratio is like 70 to 1, which is not very good at all. The goal is to get it closer to the 50 to 1 range. The Committee is recommending lowering the poles to about 30 feet, currently at 35 feet. The side poles will probably be in the 20-25 feet range. The Committee is still debating which design to select. He commented the goal is also for the pedestrian to feel comfortable not just the vehicular traffic.

He added that they are also looking for some areas for some terrace work to be located.

Dir. Zader stated that WE Energies provided a rough estimate of the cost to bury the overhead power lines at $7M. The Board agreed that this cost is outside the scope of the current landscaping project and the poles will remain. The Common Council should elavuate whether the poles should remain in the future.

The aim is for the landscaping to be as low maintenance as possible due to limitations of staff resources and money to maintain. TIF money can be used for the immediate time period.

The Ad Hoc Committee will have one more meeting and will make final decisions and then those recommendations will be forwarded to the Common Council for final approval.

5) Economic Development Event: Spring 2023

Chairman Carr stated that there will have plenty of time to get ready for a spring event. The TIF incentives will be finalized and will be showcased.

He posed a few questions to the Board about who the target audience is, where the event should be located and who the keynote speaker should be.

The Board discussed where to hold the event and it was concluded that the event should be held at Foxtown. It is recommended that Dir. Tollefson or Asst. Dir. Zader speak and give an update about recent developments in the city. There will be a display of the TIF #4 and TIF#5 policy incentives. Asst. Dir. Tollefson commented that it will be important that the high-priority property owners be in attendance.

It was suggested that in addition to the spring event, a smaller fall event could be also be held.

6) Staff Updates

Asst. Dir. Zader reported on the following:

- Proposed new specialized vet clinic located near Mequon Road and Wauwatosa Road. Zoning amendment is needed and some details about their building and site plans need some modifications. There is also an issue with the water requirement there. The applicant will need to appear in front of the Water Utility Commission.

- The Mobil will have a consultation at the October Planning Commission meeting regarding the addition of a car wash to the existing gas station.

- The Aleska Learning Center will be on the October Planning Commission for an extension of the Conditional Use Grant.

- The Mind Neurology+ clinic is opening in October.

7) Announcements

There was discussion to change the next meeting to Tuesday, October 25, 2022, at 8:00 a.m.

8) Adjourn

Action
Board member Engle made a motion to adjourn the meeting.
Board member Sipiora seconded the motion.
A voice vote was taken; vote passed (6-0)

The meeting adjourned at 9:19 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development