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ECONOMIC DEVELOPMENT BOARD

Tuesday, September 27, 2021

8:00 AM

Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Brian Parrish
Board Member James Baka
Alt. Board Member Dennis Engel
Board Member Daniel Gannon
Board Member Tracy Johnson
Board Member Michael Kramer
Board Member Jeff McLean
Board Member Bruce Sipiora
Board Member Andrew Petzold – **Absent**

Mayor Wirth was in attendance.

Chairman Carr called the meeting to order at 8:00 a.m. As this was the first in person meeting since new members joined the Board, he asked that everyone go around the table and introduce their self.

2) Approval of Meeting Minutes from July 27,2021

Action

Member Johnson made a motion to approve the meeting minutes from July 26, 2021.

Member Baka seconded the motion.

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

RESULT:	Approved [Unanimous]
MOVED BY:	Board Member Johnson
SECONDED BY:	Member Baka
AYES:	Carr, Parrish, Baka, Gannon, Johnson, Kramer, McLean, Sipiora
ABSENT:	Petzold

3) Port Washington Road Redevelopment

Asst. Dir. Zader reviewed the options proposed at the last meeting:

- 1) Modification of the Fast-Track Formula.
- 2) Incentive based on selected priority sites.
- 3) Incentive based on facade improvements (rather than overall improvement value). Possible grant matching program.
- 4) Use available excess funds for beautification efforts along Port Washington Road (medians, street trees, etc.).

He reiterated that staff is seeking feedback and direction from the Board regarding existing incentive options that should possibly be amended or new incentives they want to have offered. He reviewed the examples on page 9 of the Board packet of previous sites that have received incentives.

The Board encouraged staff to continue to move forward with the proposed incentives.

4) Guest Speaker; Mark Flaherty, Managing Partner, Jackson Street Holdings, LLC

Guest speaker, Mark Flaherty, Managing Partner from Jackson Street Holdings LLC, spoke to the Board about the process of attracting a hotel to the community and he talked through some of the criteria needed to be successful.

There was discussion from the Board about different sites that are most desirable for a possible hotel.

Dir. Tollefson stated she will take the next step to inquire about obtaining the Star Report recommended by Mr. Flaherty as to the marketability of a hotel in Mequon.

5) Staff Updates

Member Kramer communicated that the Chamber was very thankful to staff and the City for the emergency loan fund they received during the pandemic which enabled them to retain their staff and continue to offer services to businesses in our community.

6) Announcements

The next meeting is Tuesday, October 26, 2021, at 8:00 a.m. in person at City Hall.

7) Adjourn

Action

Member Engel made a motion to adjourn the meeting.

Member Kramer seconded the motion.

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

Respectfully Submitted,

Kim Tollefson

Director of Community Development