City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, November 16, 2021
8:00 AM
Christine Nuerenberg Hall
Minutes

1) Call to Order, Roll Call

Present:
Chair 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 Bruce Sipiora
Board Member James Baka -- **Absent**
Board Member Andrew Petzold -- **Absent**

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

2) Approval of Meeting Minutes from October 26, 2021

Action
Board member Kramer made a motion to approve the October 26, 2021 meeting minutes.
Board member Engel seconded the motion.
A voice vote was taken; vote passed (7-0)

RESULT:	**Approved [Unanimous]**
MOVED BY:	Board Member Kramer
SECONDED BY:	Board Member Engel
AYES:	Carr, Parrish, Engel, Gannon, Kramer, McLean, Sipiora
ABSENT:	Baka, Petzold
NOT PRESENT:	Johnson

3) Staff Updates

a. Discussion of Port Washington Road Redevelopment

Asst. Dir. Zader reviewed the proposed criteria guidelines for four different type of incentives, which had minor modifications made to them from feedback from the Board from the previous meeting:

> **Tier 1 –** Current Pay-As-You-Go formula to continue to be used. Eligibility requires the removal of all buildings on the site. If a site has more than one building, as long as one building is demolished as part of the development project, it is eligible.
>
> **Tier 2 –** Higher incentive given (15%) for combined parcels or high priority sites with high priority uses, as determined and approved by the EDB. The payback period is also extended from 15 years to the life of the TID; which is currently 18 years.
>
> Asst. Dir. Zader explained that this formula will be unique to Mequon and that land value is taken out of the equation and protection of a loss to the city is provided.

The Board discussed the proposed incentives including risks to the city, that zoning distinctions are also a variable in consideration of uses, the desire for revitalization for these two TIF districts and the possibility of the city buying available properties; especially the Port Zedler Motel parcel.

Action
Board member Engel made a motion to approve the proposed incentive guidelines.
Board member Kramer seconded the motion.

Board member Sipiroa made an amendment to amend the first part of the Guideline #6 (page 8 of the packet) to include language regarding if there is ownership change that the incentive shall be reviewed and a claw back provision shall be utilized if necessary.

The amendment was accepted by Board members Engel and Kramer.

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

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

There was action steps for staff for the next meeting:

- Provide additional information (cost, risk, control) regarding the Port Zedler Motel so that the Board can make a recommendation to the Common Council about considering that the city purchase that parcel.
- Obtain landscape proposals regarding streetscaping.

4) Announcements

Dir. Tollefson stated that there may be a Town Center incentive application coming forward for 46 townhome rental units on Buntrock Avenue.

2022 Meeting Calendar was included in the packet.

5) Adjourn

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

Respectfully Submitted,

Kim Tollefson
Director of Community Development