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ECONOMIC DEVELOPMENT BOARD

Tuesday, November 28, 2023

8:00 AM

North Conference Room

Agenda

- 1. Call to Order, Roll Call**
- 2. Approval of Meeting Minutes from October 24, 2023.**
Action requested: review and approve
- 3. Placer.ai Demo & Discussion at 8:15 a.m.**
- 4. Port Washington Road RFP for real estate market analysis.**
Action requested: review and approve
- 5. Super Steel Tour**
- 6. Staff Updates**
2024 Meeting Calendar
- 7. Announcements**
The next meeting is Tuesday, January 23, 2024, at 8:00 a.m.
- 8. Adjourn**

Dated: October 22, 2023

/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, October 31, 2023

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
 Alternate Alderman Jeffrey Hansher
 Board Member Dennis Engel
 Board Member Colin Boyd
 Board Member Daniel Gannon
 Board Member Tracy Johnson
 Board Member Michael Kramer
 Board Member Jeff McLean
 Board Member Bruce Sipiora
 Board Member Inge Plautz – **Absent**

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

2) Approval of Meeting Minutes from September 19, 2023

Action

Board Member Boyd made a motion to approve the meeting minutes from September 19, 2023.

Board Member McLean seconded the motion.

Board Member Gannon made an amendment to the minutes.

Board Member Sipiora made a request for an amendment to be included in the minutes.

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

Attachment: EDB_10.24.23_DRAFT (8985 : Meeting Minutes from October 24, 2023)

RESULT: **Approved with Amendments [Unanimous]**
MOVED BY: Board Member Boyd
SECONDED BY: Board Member McLean
AYES: Carr, Hansher, Boyd, Gannon, Johnson, Kramer, McLean, Sipiora
ABSENT: Plautz

3) TIF Policy Item

Assistant Director Zader stated that the TIF policy was reviewed by the Common Council in October. The Council added a condition that solely residential housing is not eligible. The final Resolution form will be presented to the Council in November for approval. This is the last chance for the EDB to review and recommend any changes prior to adoption of the Resolution; he requested that the Board primarily review the uses listed on page 8 of the Board packet.

There was some discussion, the Board is supportive of the proposed policy.

Action

Board Member Johnson made a motion to approve the revised policy.

Board Member Kramer seconded the motion.

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

4) Refresh Aesthetic Center TID No.5 Tier 2 Incentive

Director Tollefson introduced the new business Refresh Aesthetic Center and owner Jon Sagrillo. She stated that the Planning Commission approved the use of the business but tabled the approval of the architecture of the building. She explained the applicant is eligible for a TIF #5, Tier 2 Incentive. They are eligible for the 15% incentive because the parcel is identified as a high priority site. The proposed building is valued at approximately \$4.8M, which is a substantial increase in value for the proposed development. Under the Fast Track Formula, they are eligible for just over \$1M, but due to the limitation of the payback period for the life of the TIF, and the estimated tax base; they would receive an estimated \$808,500.00.

She talked through the process and approvals needed from the various governing bodies. She reminded the Board about different checks and balances included in the Development Agreement.

There was discussion among the Board.

Action

Board Member Johnson made a motion to recommend the TIF incentive be approved.

Board Member McLean seconded the motion.

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

RESULT: **Approved with Amendments [Unanimous]**
MOVED BY: Board Member Johnson
SECONDED BY: Board Member McLean
AYES: Carr, Hansher, Boyd, Gannon, Johnson, Kramer, McLean, Sipiora
ABSENT: Plautz

5) Staff Updates

Director Tollefson and Assistant Director Zader gave the Board an overview of the feedback from the Committee of the Whole discussion regarding their review of the Port Washington Road zoning and non-conformities recommendations from the EDB:

- Not supportive of industrial uses in this area.
- Open to multi-family with lower densities (4 units per building).
- Supportive of the market analysis.
- Supportive of the reduction of the non-conforming uses.

Staff will work on preparing the RFP draft for the market analysis and it will be back in front of this Board for approval. There are costs that are coming out of the 2023 budget that need to be utilized.

The Board and staff discussed the status of various developments and businesses in the city:

The Board requested an annual update on the RLF loans.

Asst. Dir. Zader stated that he had a meeting with a marketing company, Pacer.ai, and inquired if the Board would like a demo from them. The company tracks the movement of consumer behaviors through personal phones. The Board were supportive of a demo from Pacer.ai.

The JBR meeting is November 16, 2023.

Staff is working to secure a date for a tour of Super Steel.

6) Announcements

The next meeting is Tuesday, November 28, 2023, at 8:00 a.m.

7) Adjourn

Action

Board Member Sipiora made a motion to adjourn the meeting.

Board Member Engel seconded the motion.

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

The meeting concluded at 9:15 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development



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www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Jac Zader, Assistant Director Community Development
DATE: November 28, 2023
SUBJECT: Port Washington Road RFP

Background

On September 19, 2023, the Economic Development Board voted to direct staff to develop an RFP for a market analysis for the Port Washington Road commercial corridor (County Line Road to Glen Oaks Ln). On October 10, 2023, at the Common Council Committee of the Whole, a majority of the Common Council supported having a market analysis completed for the corridor. Attached is an RFP for the market analysis for review and approval. It is anticipated that the RFP will be made available to the public on December 1, 2023, with a submission date of January 15, 2024.

END OF MEMO

Attachments:

Port Wash Road Market Analysis (DOCX)

City of Mequon City Real Estate Market Analysis Request for Proposals

Attachment: Port Wash Road Market Analysis (8986 : Port Washington Road RFP)

Prepared By: Kim Tollefson
Jac Zader

Date: 11.10.23

1. INTRODUCTION

The City of Mequon is requesting proposals from interested and qualified professionals to develop a comprehensive real estate market analysis for a variety of land uses within the city that identifies the primary strengths and weaknesses and opportunities and constraints including the following:

- Baseline demographic, market and housing data
- A complete market analysis with an emphasis on commercial uses (excludes industrial) and a focus on residential development at infill and transitional sites.
- A complete fiscal impact analysis
- Recommendations and strategies

The final market analysis is to be presented to the Common Council, Planning Commission and interested public, for approval and utilized for future land use, zoning, development and reinvestment through economic development policy in the city. It is the city's desire to have Phase 1 and Phase 2 of the analysis complete by March 18, 2024. The final analysis including Phase 3, Phase 4 and the Final Report complete by June 3, 2024.

2. PURPOSE

Provide the City with a clear, independent, analysis-based guide to redevelopment and new growth expansion opportunities to help establish realistic land use policy that will succeed and be sustained. The area of specific focus is the Port Washington Road corridor from County Line Road to Glen Oaks Road. The analysis shall highlight economic development opportunities for the City's commercial areas and provide methods to capitalize on opportunities. The analysis will establish the City's vision for redevelopment and changes to the existing land use patterns along the corridor, including the inclusion of residential uses to support the existing and expanded commercial areas, and economic health with a program for strategic action for short-, mid- and long-term goals. The analysis shall identify tools, sectors to promote and the public and private investments which provide the highest returns. Additionally, the analysis will serve as one tool to attract private investment and to help spur economic redevelopment.

3. SCOPE AND OBJECTIVES

The major elements of work include the evaluation and analysis of the following:

PHASE 1:

1. Conduct Demographic, Market and Housing data
2. As the analysis anticipates turnover of existing uses due to market changes in the study area, an examination of the following may be necessary:
 - Business inventory
 - Commercial vacancy rates by type and age/condition
 - Residential inventory
 - Evaluation and comparison of the primary competition areas including the city's Town Center, Bayshore Mall and Village of Grafton, among others, that influence the study area.

- Total square footage/ dwelling units and market value of commercial by type and residential development
- Review of Commercial and Residential trends affecting the City.
- Traffic conditions and the impact of all access to I-43 (DOT's I-43 corridor project).

3. Compile Results and Prepare a Baseline Report

PHASE 2:

1. Complete a real estate market analysis including, but not limited to the following:
 - Opportunities for retail, office, and residential development and capacity in the near (5 year), mid (6-10 years) and long-term scenarios (10-20 years). This should include absorption rates and vacancy rates, inventory of space, rental rates and other factors to determine market conditions for specific Commercial, Institutional, Residential uses.
 - Gap analysis (total potential for the market and actual current usage by all consumers in the market).
 - Expected trade areas.
 - Determine types of development that can be supported, the areas that are the highest priority and make land use recommendations.
 - Specific recommendations on meaningful and realistic parcel assemblages.
 - Analyze land use to determine future demand and zoning adjustments.
 - Identify major economic opportunities for the area; drivers of the economy; major opportunities for change/redevelopment and new investment; and other real estate market topics as appropriate.

At the completion of Phase 2, a report and presentation of the analysis, methods and findings as part of a working session with the Mayor, Common Council, Planning Commission and interested public is required.

PHASE 3:

1. Complete a comprehensive Fiscal Impact Analysis.
 - Based on findings of market analysis and potential future growth scenarios.
 - Analyze and establish a hierarchy of the geographic locations with the highest potential rate of return.

PHASE 4:

1. Action Steps and Recommendations that address the following:
 - Land Use Recommendations
 - Zoning Recommendations
 - Public Infrastructure Investments
 - Public and Private Aesthetic Upgrades

FINAL REPORT:

1. Create the comprehensive, final report for Phases 1-4.
2. All results and reports shall be provided in Adobe PDF format in addition to hard copy documents.
3. Presentation of the final report, methodologies and findings during a working session with the Mayor, Council and Planning Commission and public.
4. Update and revise the final report per the direction of the working session.
5. Presentation of the final report for approval to Mayor, Council, Planning Commission and public.
6. Provide final approved report in PDF version.

5. QUALIFICATIONS/PROPOSAL

Consultants are encouraged to collaborate with other consulting firms to work as a team as necessary. A lead consultant shall be selected to manage the project and oversee all deliverables.

Please provide an overview of the organization structure, size, date of organization and locations for all firms. Provide qualifications of the key staff persons to be assigned to project, list their scope of work within the project, their experience and any special skills (include a complete description or resume for each personnel). Outline the approximate percentage of the total business devoted to this project. Demonstrate each firm's experience with similar project, specifically with government clients. Six copies of proposal should be submitted, bound in some fashion and clearly indexed.

Responses are to be creative while being formatted in such a fashion as to make the evaluation as straight forward and efficient as possible. Failure to address any of the required evaluation criteria will result in the subject response being disqualified.

References shall be submitted.

Proposal Submissions must address the following:

- An understanding of the requirements and a clear outline of the proposed scope of work and objectives as it relates to the total project and the deliverable services.
- A description of the proposed approach and a Work Plan for the project, including any distinction in tasks and which tasks are the responsibility of the lead consultant firm, sub consultant firm(s) and the City. The Work Plan shall indicate the number of hours and resources required to support the tasks.
- The Work Plan shall describe in detail the necessary steps to complete each task, the necessary staffing level of effort to complete each task and the effort that each member of the project team will devote to the project. The Work Plan shall address necessary action steps required by the City in order to accomplish the total project. The Work Plan shall point to any anticipated problem areas, along with proposed solutions to such problem areas.

- A management plan shall address how the lead consultant will manage and control all tasks and associated activities, including a timeline (task-by-task) in order to complete the project. Certain milestones shall be established to ensure the work is properly performed and met on a timely basis.
- A cost proposal by providing rates for personnel, estimated number of hours per personnel. Costs related to additional services shall be included. Provide and differentiate the costs between the completion of Phase 2 and the completion of Phase 4 with the Final Report.

6. SELECTION PROCESS

The Quality Based Selection process will be utilized for the selection of the consultant team for this project. The review/evaluation team will be comprised of the City Alderman, City Administrator, Community Development Director and Assistant Director and board members from Economic Development Board. The individual criteria listed above will each be evaluated and scored independently by each team member as to how well the submitted statement of qualifications addressed those criteria. A total score is then established by summing the individual scores for each criterion. The team will then confer and decide upon the top firms to be asked in for an interview/presentation. Based upon the interview/presentation a top firm will be selected. A definitive project scope will then be jointly established by the city and the top selected firm. Once a definitive scope is agreed upon the selected firm will develop a fee proposal for performance of the project scope of services and tasks and submit the fee proposal to the City of Mequon for review. The City of Mequon and the selected firm will then meet to discuss, modify, and agree to the fee for performance of the project scope of services and tasks. Once a fee is agreed to a contract for the performance of the project scope of services and tasks will be jointly developed by the City of Mequon and the selected firm. Should the City of Mequon and the first selected firm fail to come to terms on a fee negotiation it will be terminated, and the City of Mequon will enter into negotiations with the next firm/team.

7. SCHEDULE

The desired overall schedule for this endeavor is as follows:

Solicitation Date:	December 1, 2023	
Submission Date:	January 15, 2024	Time: 4:00 p.m., CST

Submissions Received By: Jac Zader, Assistant Director of Community Development

Mequon City Hall
11333N Cedarburg Road
Mequon, WI 53092

8. SUBMISSION OF PROPOSALS

Proposals shall be submitted in the following format:

- 1 paper original submittal and five (5) identical copies.
- 1 electronic copy of submittal.
- Submission shall be delivered in a sealed envelope labeled as follows:

RFP No. 2024 PW: Consulting services for the Port Washington Road Corridor

Proposals submitted via fax or email is prohibited and will be rejected. Proposals submitted in error of delivery or delayed will be rejected. Proposals submitted not in compliance with the above provisions will be rejected.

Responses to this request shall be provided to Jac Zader, Assistant Director of Community Development no later than January 15, 2024 at 4:00 p.m. CST. Questions pertaining to this request can be directed to either Ms. Kim Tollefson at 262.236.2903 or ktollefson@ci.mequon.wi.us or Mr. Jac Zader at 262-236-2904 or jzader@ci.rnequon.wi.us.

ECONOMIC DEVELOPMENT BOARD

2024 Meeting Schedule

Meeting Start Time is 8:00 a.m.

MEETING DATE
January 23 rd
February 20 th
March 19 th
April 16 th
May 21 st
June 25 th
July 23 rd
No August Meeting unless needed
September 24 th
October 22 nd
November 19 th
No December Meeting unless needed

NOTES:

- * ALL MEETINGS WILL BE HELD IN THE NORTH CONFERENCE ROOM AT 8:00 AM UNLESS THE AGENDA SPECIFIES OTHERWISE,
- * MEETINGS WILL OCCUR THE 3rd or 4th TUESDAY OF EACH MONTH WHETHER THE BOARD HAS MET A QUORUM OR NOT AS LISTED ABOVE.
- * AN AGENDA OR PACKET WILL BE POSTED THE FRIDAY BEFORE THE MEETING.

Updated 11.08.2023

Attachment: 2024 EDB Meeting Schedule (8987 : 2024 Meeting Calendar)