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ECONOMIC DEVELOPMENT BOARD

Tuesday, November 28, 2023

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

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

2) Approval of Meeting Minutes from October 24, 2023

Action

Board member Gannon made a motion to approve the meeting minutes from October 24, 2023.

Board member Engel seconded the motion.

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

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

3) Placer.ai Demo & Discussion

There was a 30-minute virtual presentation from Placer.ai, a location analytic company, demonstrating their software capabilities to generate market intelligence on any physical location in the United States from harnessing data from millions of mobile devices.

Placer.ai indicated that the annual cost of the service would be approximately \$23,000 - \$28,000.

The Board discussed the presentation and ways in which the software could be used within the city. A possibility would be to share the software with OED or Ozaukee County to help share in the cost. Another suggestion is to talk to another municipality that is currently using this program.

4) Port Washington Road RFP

Assistant Director Jac Zader stated that the Port Washington Road market analysis RFP was included in the Board packet and the Board is welcome to provide any feedback. The submittal deadline was changed to January 15, 2024, due to the holidays. The first phase is scheduled to be completed by March with the final report concluding in June. He explained that the funding will come from department budgeted money as well as money from the TIF.

He clarified that the parameters for review outlined in the RFP include the Port Washington Road corridor from County Line Road to Glen Oaks Lane. The scope of review should include a residential portion, the current market conditions, the anticipated market conditions in 10 years, what the needs are and what are the shortfalls.

There was a question from the Board regarding the targeted deadlines and whether the process could be expedited. Staff indicated that it is possible to work with the selected consultant for a quicker analysis, which may require a monetary incentive.

Action

Ald. Gebhardt made a motion to approve the RFP with the condition that no later submittal dates are acceptable than the deadlines included.

Board member McLean seconded the motion.

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

RESULT: Approved [Unanimous]

MOVED BY: Alderman Gebhardt

SECONDED BY: Board Member McLean

AYES: Carr, Gebhardt, Engel, Gannon, Kramer, McLean, Plautz, Sipiora

ABSENT: Johnson

5) Super Steel Tour

The Super Steel tour is on Thursday at 3:00 p.m.

6) Staff Updates

Staff gave a quick update on current developments and projects in the city.

7) Announcements

The 2024 meeting calendar is included in the packet.

The next meeting is Tuesday, January 23, 2024, at 8:00 a.m.

8) Adjourn

Action

Board member Kramer made a motion to adjourn the meeting.

Board member Engel seconded the motion.

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

The meeting was adjourned at 9:35 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development