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ECONOMIC DEVELOPMENT BOARD
Tuesday, November 29, 2022
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:
Board Member/ChairmanTimothy Carr
Board Member Dennis Engel
Board Member Daniel Gannon
Board Member Tracy Johnson
Board Member Michael Kramer
Board Member Jeff McLean
Board Member Inge Plautz
Board Member Bruce Sipiora
Board Member Andrew Petzold **-- Absent**

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

2) Approval of Meeting Minutes from October 25, 2022

Action
Board member McClean made a motion to approve the October 28, 2022, meeting minutes.
Board member Johnson seconded the motion.
A voice vote was taken; vote passed (8-0)

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

3) Business Park #2 Status and Potential Business Park #3

Director Tollefson stated that at the last meeting there was a discussion about rezoning this area (Wasaukee and County Line Roads) and that infrastructure will be a major component. It does require a contract amendment with the City of Milwaukee for public water. There was discussion about starting to generate a list of land uses that would be allowed. Part of the strategy will be to look at the land uses that are allowed at some of the other business parks along the highway 41/45 corridor to remain competitive and to ensure that is some distinction from what is allowed in the current Mequon business parks.

EDB will vet through the use list to help create a niche for that area and then square footage can be assigned that would be expected should it get built out. Infrastructure needs can then be determined. How critical sewer would be, if at all will be able to be assessed. Water is critical, if not for operations it will be critical for fire suppression.

Dir. Tollefson explained that it will be helpful to align approvals from the Common Council for the new business park with a conversation about south central zoning (off Baehr Road) for residential use at the same time.

She commented that the Planning Commission Policy Subcommittee, that helped to establish the four new zoning districts in the Ulao Creek/Port Washington Road area, will also have a role in determining some of the zoning decisions.

Some Board members commented that the roads in that area are beginning to wear down due to all the oil tanks and truck traffic there. There was some discussion about the DPW road rating process and about making a list of roads that should be reviewed for possible improvements. The surrounding roads will impact the desirability of this area for new businesses.

There was discussion about the two proposed areas and a quick review of why each area is a better fit for specific zoning districts (as outlined in the October 28, 2022, meeting minutes).

The next steps are for a list of land uses to be created, and then vetted. From there analysis can be run to determine what square footage can be expected for the entire park and infrastructure needed. Dir. Tollefson commented that a conversation will be necessary to decide what role the City wants to play and if the Common Council would consider a TIF.

Board members suggested that there should be a conversation with M7. Dir. Tollefson reminded the Board that the water contract with the City of Milwaukee is expired and needs to be modified to allow for an additional connection point.

4) Staff Updates

Ald. Brian Parrish stated that he was part of a group that meet with Brixmor representatives for a site tour. He reported that Brixmor is happy with their development, their tenancy is up, and they have a few prospects for the north end (small & medium retailers). There was interest in potential TIF opportunities, the entrance by the Culvers was discussed and modifications are welcome in that area. The monument sign was also mentioned, and changes may be proposed at some point. Overall, it was a very productive meeting.

Dir. Tollefson stated that the Mobil at the corner of Port Washington Road and Mequon Road have revamped their canopies and signage. Their submittal led to requirements for some modifications to their buildings and an easement at the corner so that it can be included in the streetscaping project.

The annual Joint Board Review meeting was held in early November. Overall, all the TIF districts are in good financial health. TIF #2 will close out in the positive, TIF #3 will close in the black as well, potentially a year early. TIFs #4 & #5 have additional financial capacity than what was expected. Those districts will pay for the streetscaping while retaining funds for the new incentive policy. There is capacity for acquisitions as well.

Dir. Tollefson reported that Town Center package for all the work that the city wants to do; narrowing the road, installing new traffic signals, improving the OIT crossing, improvements for safety measures, new lighting and streetscaping, the bidding is live, and the contract will be awarded in January. WE Energies still needs to submit an estimate for some of the utility burial that is left to do. There is an expenditure deadline in April, and the work is slated to start this Spring with completion by the end of the year.

Dir. Tollefson shared details about the OIT crossing improvements including lighting, landscaping, signage and safety measures considered.

She stated that she is presenting at an Appraisers event next week. Her presentation is covering city-wide updates and is not solely focused on Town Center.

Staff completed a site review done on the vacant Pick-n-Save building and an Order to Correct was issued. The owner communicated that there is a contractual issue regarding who is responsible for the required improvements but that does not impact the requirement to comply.

5) Spring Event

The Board discussed the following topics related to planning the Spring Event:

- Items to Feature:
    - New Incentive Formulas
    - New Zoning
    - I-43 Improvements (provide data)
    - New Development Ideas

- Locations Suggested: Zarlettis upstairs, Terova
- Timing: 4:00/4:30 pm- 6:00/6:30 pm
- Target Attendance Numbers: 70/ max

Suggestions:

- Amplifier for good sound throughout the room
- Before and After Displays/Graphics

- Staff to present technical information
- Other (Tim?) to be a positive “cheerleader”
- Mayor and Will to speak/introduce

6) Announcements

2023 Meeting Calendar included

The next meeting is Tuesday, January 24,2023 at 8:00 a.m.

7) Adjourn

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

Meeting adjourned at 9:30 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development