City of Mequon

11333 N. Cedarburg Road
Mequon, WI 53092
Phone:
Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD
Tuesday, January 28, 2020
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:
Chair Timothy Carr
Alderman Kathleen Schneider
Alternate Alderman Brian Parrish
Board Member James Baka
Board Member Janette Braverman
Board Member Matson Holbrook
Board Member Gloria Rosenberg
Board Member Bruce Sipiora

Chairman Carr called the meeting to order at 7:30 a.m.

Alderman Brian Parrish was present and he is the new alternate for the Board and Chairman Carr asked that everyone go around and introduce themselves to him.

2) Approval of Meeting Minutes

Action
Ald. Schneider made a motion to approve the November 29, 2019 minutes
Mr. Baka seconded the motion.
A voice vote was taken; vote passed (8-0)

3) Review of the EDB Mission Statement

Chairman Carr stated that he wanted to review the mission statement for the Board to determine if it is still a good fit and applicable to the Board's vision.

There was discussion about the mission statement and how it applies to the current work program goals. There was feedback that the mission statement should include a focus on existing and new businesses. There was a suggestion to include language about recruitment and retention of businesses. This conversation is a good prelude to the Work Program Review item on the agenda. It has been 5 years since it was created and several of the action items on the program have been achieved.

There was conversation about other governmental relationships and the suggestion to do some outreach as it relates to referring businesses to Mequon.

4) Participation in Vertz/CUW marketing Program

Chairman Carr explained that the City has been accepted to be considered by a Concordia University marketing class to be the recipient of a digital marketing program. The class will pick a business or entity that they will spend the spring semester creating a marketing plan and implementation of a budget to support the plan.

On February 10th a proposal needs to be made to the marketing class as the class will have several businesses to choose from. Dir. Tollefson stated that she would like feedback from the Board on what issues they would like to have presented to the class for consideration. The scope of the proposal was discussed; whether it should be narrow or broad in range. Dir. Tollefson asked for direction from the Board as the meeting is a few weeks away and there needs to be consensus about what the proposal should be and what needs to be accomplished. There was consensus that it is better to be more specific for the students.

Chairman Carr summarized the Board's consensus to focus on 1 of the following:

- City Tools – how to better promote the tools available
- Business Park - undeveloped – how to better market
- Retail – how to get more rooftops to support these businesses

It was decided that Kim Tollefson, Tim Carr, Kathleen Schneider and Jim Baka will meet ahead of time to finalize the proposal and they will present the proposal to the February 10th class at Concordia.

5) Business in Focus

Dir. Tollefson stated that Business in Focus is a magazine that reached out to the City to write an article on the City's behalf. The article will be the main feature of the magazine and the City will get a wonderful color version of the article that can be used as a marketing tool. There is no cost to the City for this. She provided a few links in the Board packet of other communities that have been featured in the magazine.

Suggestions from the Board for topics to be considered to be included in the article:

- Town Center
- Spur 16 / Public Market
- Gateway Plastics – recently expanded and the spur the City built into their plant
- Irgens new office building along I-43
- I-43 expansion – accessibility

6) Upcoming Projects

Dir. Tollefson stated that there will be some upcoming projects that will require participation from the Board:

- The City may purchase 4 single-family homes along Cedarburg Road, across from City Hall along the river as part of a long-range plan. The City has right of first refusal to purchase 2 of the 4 homes. There will be a closed session at the February Common Council meeting regarding negotiating terms for those properties. Town Center TIF funds or Park and Open Space Funds can be used. The intent is for this area be open space and to be part of the park that is already there on each end.

- The 2020 budget will include an analysis of the Community Development Department as it relates to issues such as staffing structure, goals, technology and processes. The Board will participate in the conversation with the consultants.

7) Work Program Review and Creation of 2020 Objectives

Due to time constraints, this item is postponed.

8) Planning Commission Policy Subcommittee Updates

Dir. Tollefson stated that the Subcommittee has been studying the East Growth area relating to land uses and development. Much of the work done back in 2011 and 2012 has now been repeated. The neighborhood open house was a huge success and there have been many requests for results from that process. Dir. Tollefson has packaged the meeting materials along with the most frequent comments by land use or location and she also provided a comparison chart with results from the 2019 community survey. The next step is to pull professionals from the private residential market industry for focus groups and ask them very specific and targeted questions aimed to better understand the market and the reality of attracting homeowners to that location; what location, at what density and is there a benefit to public sewer and water given the cost.

The Subcommittee is now focusing on the Port Washington Road corridor south of Highland Road. There are three areas that have some distinctive and concentrated uses. Dir. Tollefson talked about some of the generalities of the three areas and about some of the options for the TIF districts located within those areas.

9) Staff Updates

10) Announcements

The next meeting is February 25, 2020 at 7:30 a.m.

11) Adjourn

<u>Action</u>
Ms. Rosenberg made a motion to adjourn the meeting.
Mr. Baka seconded the motion.
A voice vote was taken; vote passed (6-0)

Meeting adjourned at 10:00 a.m.

Respectfully Submitted,

Kim Tollefson