City of Mequon

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Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Tuesday, March 27, 2018
7:30 AM
North Conference Room

Minutes

1. Call to Order, Roll Call

Present:
Board Member Rick Shneyder
Board Member James Baka
Chairman Timothy Carr
Board Member Jonathan Safran
Board Member Bruce Sipiora
Board Member Janette Braverman
Alderman Robert Strzelczyk

Absent:
Board Member Matson Holbrook
Board Member Gloria Rosenberg

2. Business Outreach Update

Ms. Tollefson stated that material was included in the board packet regarding the outreach program. It will be a turnkey approach after the business visits with actions up to three months after each visit: follow up thank you notes, summary of the visit, notification to city administration if needed and notification to CC, and additional action steps as needed.

A packet of materials will be taken to the business visit that will include transit information, community profile and other city tools and programs that are available that may be applicable. There are talking points included in the packet so that measureable results among various businesses in the same industry can be recorded.

There was feedback from the Board about some editing to the outreach letter. Ms. Tollefson also discussed the different teams that will be in attendance for each meeting. The goal is to visit two businesses in one day for about one hour each.

It was suggested that the questions be sent to the businesses prior to the visit. Board members feel that it is important to have the correct people from the businesses at the visits. The Board members and City officials' information will also be included in the packet.

a. Business Outreach Update

3. Telsmith Visit on April 25th at 2:00 pm

The Telsmith visit and tour is scheduled for April 25th at 2:00 pm. The Chamber of Commerce, Common Council and Planning Commission members will also be invited. The invitation to tour and meet was initiated by Telsmith due to the proposed Foxtown project. Ms. Tollefson stated that the Board will have a meeting immediately after the tour to debrief.

The Board watched a short video from Telsmith's website about the company's overall operations in preparation of the tour and visit in April.

4. Staff Updates

Chairman Carr stated that when a focus group is scheduled he would like to invite the Homestead robotics team to do a demonstration.

Ms. Tollefson stated that although there are no funds currently slotted for hosting focus groups, the City Administrator communicated that one or two focus groups should be scheduled in 2018 and that the expenses will be covered. Ms. Tollefson stated that she hopes to have some money budgeted for these outreach efforts in 2019.

It was discussed that one of the focus groups should be retailers and another group could be smaller manufacturing businesses. The Board expressed the importance of making a presence to the businesses in the community.

Ms. Tollefson stated that she and Tim Carr will be presenting information about TIF at the Chamber of Commerce meeting next week. Chairman Carr stated that he feels there is confusion about TIF and he is enthusiastic about clarifying misunderstandings regarding this subject.

The City has entered into a memorandum of understanding (MOU) with Lokre regarding the Logemann Center and an RFP was issued for the design of a reconstructed parking lot with the intent that a contract will be awarded probably by July. There are ongoing conversations with the Common Council about the extent of the project. The MOU obligates the city to use Green Solution funds for about $222,000 of a MMSD program that must be used on city-owned land in 2018. This is a much needed project and the goal is to achieve at least 42 additional stalls.

The Green Solutions funding covers about 40% of the total project, the city is not using TIF money but is using a capital parking lot fund and the remains of the Logemann capital fund, which is about 33% of the project cost and Lokre is contributing a minimum of about 27% of the project (about $130,000-$140,000). The Logeman Center is coming down as part of this project.

Ms. Tollefson has talked with the Foxtown group that had offered to be part of the civic campus redevelopment and they would like to keep the Foxtown name separate from that as not to cause confusion with the multi-use project that are doing south of Mequon Road. At this time they are focused on that project and they are not offering to contribute financially to the civic campus parking lot restructuring.

Ms. Tollefson explained that the parking traffic analysis is based on 85% occupancy, not 100%

occupancy. Of the 300 stalls available, there are 45 vacant stalls available at 85% occupancy. The issue is proximity and the convenience factor, not an issue of actual stalls not being available. This is important to acknowledge that there are places to park. She cautions that other developments should not base their parking count on 85% occupancy as it will not be efficient.

There was discussion that retailers are having difficulties and there are many vacant spaces. Ms. Tollefson stated that most of the Spur 16 tenants are neighborhood goods and services based which the Board feels is very smart for the current market.

5. Announcements

The April meeting will be immediately following the April 25th Telsmith tour starting at 2:00 pm.

6. Adjourn

Ald. Strzelczyk made a motion to adjourn.
Ms. Braverman seconded the motion.
A voice vote was taken; vote passed

Respectfully Submitted,

Kim Tollefson