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Department of Community Development

**Economic Development Board
March 28, 2017
3:00 PM
Rockwell Automation
6400 Enterprise Drive
Minutes**

1. Call to Order, Roll Call.

- i. Members present: Chairman Tim Carr, Jim Baka, Gloria Rosenberg, Bruce Sipiora, Janette Braverman, Jon Safran
- ii. Staff and City Representatives Present:
 - Kim Tollefson, Director of Community Development
 - Ald. Connie Pukaite
 - Ald. John Wirth

2. Introduction by Rockwell Executives: Mike Laszkiewicz, VP GM Power Control Business
Jason Mikulski, Plant Manager

Mequon City Staff: Mayor Dan Abendroth
Alderman Connie Pukaite

3. Plant Tour

4. Rockwell Automation Follow up Discussion 4:55PM

The feedback from the Rockwell executives and tour was very positive. EDB members felt it was an important step towards relationship building and great to establish a personal contact there. The members discussed the issue that Rockwell is facing regarding the difficulty in hiring new employees. The EDB members suggested posting company job opportunities on the city website. Another idea suggested is to promote job opportunities on the city public cable channel. A suggestion was made that local businesses could advertise on the city marquee for job openings they have available.

Chairman Carr suggested that a survey be given to the Rockwell employees to find out what services they would like to see offered in Mequon.

Ald. Pukaite stated that city staff does not have the capacity to do community outreach and that the EDB members should spearhead these efforts. She stated that businesses just want to feel like they are valued in the city and to be heard if they have issues. She stated that guidelines should be created that members doing outreach could follow to make the visits consistent.

Ms. Tollefson stated that there are now more tools in the EDB toolbox for businesses and now is a great time to reach out to local businesses. Business outreach has been an item on the work program for a few years. She stated that city staff has done outreach in the past and that it fell through with the change of administration over the years.

She stated that the Asst. Administrator, Justin Schoenemann, will be at the April 25th EDB meeting to discuss the new website and that would be the opportune time to discuss the requests that the EDB has for businesses to be showcased on the city website.

Mr. Sipiora stated that he will volunteer to help with the outreach and would like to have a list of companies from the city. He suggested sending a list around to the EDB members and possibly to the Common Council members to sign up to visit the different businesses. He also reiterated that EDB and staff should send a letter to the Rockwell executives to continue the conversation regarding their issues and how the city may be able to help them.

Everyone agreed that they want to have outreach done and many are willing to help with these efforts.

(Mr. Baka left at 5:30pm)

Ms. Tollefson stated that a targeted survey to the Rockwell employees may be helpful in developing a program for them. She feels that they could be synergy at the county level as well. There may also be some assistance available from MLG.

There was more discussion about doing outreach and brainstorming ideas for Rockwell specifically. It was discussed that the one on one personal contact is vital, that smaller businesses have different needs than larger businesses; business owners just want to be heard and acknowledged and feel that they are valued in the community. The visits would be kept to a confined time frame and a guideline of questions. It was suggested that an outreach group consist of a member from EDB, a member from the Chamber, the alderman from the district the business is located in and a city staff member.

5. Staff Updates

- Ms. Tollefson stated that one of the roles of the EDB is to be an ambassador in the community and to share positive news about new developments and happenings in the city.
- Spur 16 (Shaffer Development) is set to start construction in August or September for Phase I.
- There is direction from the Common Council for the EDB to start thinking about considerations for the sale/land lease for the Logeman Center and surrounding land. These should be general considerations and not negotiations with the developer at this point.

Mr. Sipiora asked if the two proposed developers had talked since the Common Council meeting.

Ms. Tollefson answered that there has not been further dialogue between the two groups. Foxtown Venture wanted to wait until after the parking analysis has been completed to move forward. She explained that there are two phases to the parking analysis. The first phase is a parking count based on “text book” counts which are based on current supply and demand. This will be submitted at the April Common Council. The second phase needs to be done in the summer months when the outdoor amenities are in use for actual counts to be completed.

If there is not a partnership between the two groups the item would go back before Common Council for further discussion and consideration. If one of the two developers drops out then the Common Council may reconsider their vote.

- The Mequon Town Center has new management, Lokre Development Company, and is working hard to keep the businesses thriving and working on new ideas regarding the parking issues. There may be underground parking spaces that could be available to either the business owners or possibly city staff.

6. Announcements

Meeting adjourned at 5:53 p.m.

The next meeting is April 18th at 7:30 a.m.

There is also a meeting on April 25th at 7:30 a.m.