City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, April 9, 2019
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:
Chairman Timothy Carr
Alderman Kathleen Schneider
Board Member James Baka
Board Member Janette Braverman – **arrived at 8:00 am.**
Board Member Matson Holbrook
Board Member Bruce Sipiora
Vice Chairman Jonathan Safran **-- Absent**
Board Member Gloria Rosenberg **-- Absent**
Board Member Rick Shneyder **-- Absent**
Alternate Alderman Brian Schneider **-- Excused**

2) Approval of Meeting Minutes

Meeting Minutes from February 26, 2018

Action
Mr. Baka made a motion to approve the minutes from February 26, 2019
Mr. Sipiora seconded the motion.

Mr. Sipiora gave feedback about some changes to the minutes.

There was discussed regarding the desire from the Board to have access to the financials when making decisions regarding approving loans. Ms. Tollefson explained that due to public access to the Board packets, applicants in the past have been reluctant to share personal financial information and it has sometimes hindered others from applying for these loans. She stated that the financials can be requested by the Board and that some of the members of the Council have requested the financials in the past. She stated that the financials could be available during the meeting to be viewed, and would be public if anyone would ask to see them, but they would not be posted as part of the packet or posted on the city website.

Ms. Tollefson also explained that Kathleen Cady Schilling does the background review of the applicants. Another lender, or member of a financial institution in Mequon, has always reviewed the applications as well. The Board provided feedback that they would like a private consultant to continue to review the applications in additional to Kathleen Cady Schilling and they would like access to the financials going forward. They would like to be consistent in the process.

A voice vote was called; vote passed (5-0)

RESULT:	**Approved [Unanimous]**
MOVED BY:	Baka
SECONDED BY:	Board Member Sipiora

AYES:	Carr, K. Schneider, Baka, Holbrook, Sipiora
ABSENT:	Safran, Braverman, Rosenberg, Shneyder

3) Transportation Meeting Update & Next Steps

1. Transportation Meeting Update

Ms. Tollefson stated that she, Tim Carr and Kathleen Schneider met with GoRiteway to begin the conversation regarding the idea of a transportation initiative to be formed with businesses located in the Business Park. The challenge will be the coordination of the timing of the shuttles based on different work shifts at the different businesses. There are logistical challenges as well but GoRiteway is very flexible and they are able to customize as needed. It was concluded that the role of the city is to help coordinate the process. The issue will be whether the businesses will support this initiative financially. There was discussion whether the county or MLG would be able to assist with funding.

Chairman Carr has reached out to all the business owners that were part of the outreach incentive this past summer, to organize a meeting to discuss the interest level and possibility of working with GoRiteway to provide transportation for their employees. There is a suggestion of shuttles going from the Business Park to Town Center during the lunch hour as an ancillary service.

4) Review of Commercial Areas & Conditions

Ms. Tollefson stated that based on feedback from the previous meeting, regarding the opportunities to allocate the defederalized funds as part of the RLF program, she provided a chart showing the geographical areas and the existing tools that are available to assist with business development, retention or expansion in those areas. If the Board chooses to reallocate the funds they need to decide if they should be targeted to one specific objective or a particular geographic area. There was feedback from the Board that the desire was to not be limited to one geographic area. The objective should be to decide whether it should be a city-wide program or target one particular neighborhood. She stated that one advantage of targeting a specific neighborhood is that the impacts of the dollars spent are evident sooner.

She reminded the Board that the Council will want to know what the purpose is for the funds, the objectives, the criteria in which someone would qualify and expectations of outcomes. It was previously discussed that the Board wants to maintain a certain amount of money to offer as loans through the RLF.

Ms. Tollefson showed pictures of various sites around the city that are in need of redevelopment; although she did not include sites/areas located in a TIF district or in an area that already has tools available. She also suggested that the funds not be used towards one-time expenditures.
Areas shown:

- Freistadt & Granville (Boehlke Hardward, Landmark, Fox Den)
- Cedarburg Rd, north of Bonniwell (Compass Bar, Alliance Church, horse stable, Settlers Development).
- Donges Bay & Cedarburg Road (Vintage Market, Colour Bowl, Alpine Village, Kwik Trip, Taylor & Dunns, daycare, etc.)
- Donges Bay & Wauwatosa (Jehovah Witness church, Secret Garden, Laura's Donges Bay Clubhouse).

After the slide presentation the Board discussed the various areas shown. Ms. Tollefson offered that a mock proforma could be done on a couple of the sites on Donges Bay/Cedarburg Road area.

For the next meeting it is suggested that the Board discuss ideas about how to structure the parameters of the program regarding the focus on the Donges Bay Road and Cedarburg Road area.

5) Staff Updates

Ms. Tollefson stated that the St. Paul Fish Company is absolutely beautiful and that they have done a wonderful job redeveloping that building. They are planning on a May 1st opening and June 1st for the Public Market. There was feedback from the Board that the Yoga and Pilates Building is gorgeous and is very warm and inviting. She stated that the city is working with the Spur 16 team to ensure everyone is on the same page so that tenants are not asking for permits if the building has not been approved for occupancy by the inspections department. The Fox Tale Brewery is planning for a July opening and it would be helpful to staff that there is a gradual schedule of openings instead of everything at one time. The Argentos restaurant building has started construction as well.

The developer communicated that 15 apartments are already leased for the first building which will be available in June; most are 1-bedroom units. She also shared information that the majority of the apartments are being rented by empty nesters or millennials who are excited about all the new food options here as well as the safety factor compared to living downtown. Four of the 10 townhomes are leased as well.

It was discussed that the Board would like for the city to be able to promote new businesses that open in the city. The administration did propose for a communications/PR position which was not approved by the Council. It was suggested that new businesses could be announced on the city website.

Mayor John Wirth would like to attend an upcoming meeting to do a brief introduction. Chairman Carr stated he will invite him to the next meeting.

Chairman Carr reminded the Board that each member is only allowed 3 absences within a year.

6) Announcements

The next meetings will be April 30th and May 28th at 7:30 am.

7) Adjourn

Action
Ald. Schneider made a motion to adjourn
Mr. Holbrook seconded the motion.
A voice vote was taken; vote passed (6-0)

Respectfully Submitted,

Kim Tollefson