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Department of Community Development

ECONOMIC DEVELOPMENT BOARD

Tuesday, April 25, 2017

7:30 AM

North Conference Room

Agenda

1. Call to Order, Roll Call
2. Approval of Meeting Minutes
Action requested: review and approve
 - a. February 28, 2017
 - b. March 28, 2017
3. Proposed Text Amendment to City of Mequon Municipal Ordinances related to the provisions associated with the Economic Development Board
Review and Action
4. Outreach to Mequon's Major Employers
Review and Direction
5. City Website redesign Workshop: Justin Schoenemann, Assistant City Administrator
Review and Direction
6. Staff Updates
7. Announcements
Next Meeting is May 23, 2017 at 7:30 a.m.
8. Adjourn

Dated: _____ /s/ Timothy Carr, Chairman

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the Department of Community Development's Office at 262-236-2904, Monday through Friday, 8:00 AM – 4:30 PM



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: April 25, 2017
SUBJECT: Proposed Text Amendment to the City of Mequon Municipal Ordinances related to the provisions associated with the Economic Development Board.

Background:

The Public Welfare Committee is seeking the Economic Development Board's input related to a proposed text amendment for the provisions for the Board's operations. The Municipal Code contains standards for the creation, purpose, membership and power and duties for each City board or commission. The Committee is requesting that each Board or Commission review and consider the proposed amendments (please see *Exhibit A: Memorandum Sent on Behalf of William Jones, City Administrator*):

Analysis:

The proposed text amendments related to the work of the Economic Development Board are consistent with the current operations of the Board.

Fiscal Impact: There is no fiscal impact associated with the proposed text amendment.

Conclusion:

Staff recommends approval of the proposed text amendment.

End of Memo

Kimberly Tollefson

From: Lina Prosser
Sent: Friday, March 31, 2017 2:42 PM
To: Mayor
Cc: Kimberly Tollefson
Subject: Proposed Ordinance Amendments - City Boards, Commissions & Committees
Attachments: Planning Commission (00666727xC3B04).pdf

Sent on Behalf of William Jones, City Administrator**MEMORANDUM****Introduction**

Last fall, the Common Council's Public Welfare Committee initiated a process to comprehensively review existing ordinance language and establish (where necessary) enabling ordinance language for all eighteen (18) of the City's standing boards, commissions and committees ("boards & commissions"). In connection with this initiative, the Committee's initial work focused on standardizing (and in some cases creating) the enabling language for each of the City's boards and commissions, so that component provisions (**Creation, Purpose, Membership and Power & Duties**) contained in each ordinance are consistent across Mequon's Municipal Code.

Additionally, the Committee also worked to review, amend and establish **General Provisions** applicable to all boards & commissions. These proposed amendments largely pertain to the ongoing operation and administration of the City's various boards and commissions, and include new or amended language provisions pertaining to a number of subject areas, including: **Appointments, Removals, Vacancies, Officers, Quorums, Agendas, Minutes and Recommendations**.

Furthermore, in conjunction with promoting consistency across the various ordinances that govern the Mequon's boards and commissions, the Committee also took the opportunity to review companion ordinance language that explicitly directs the processes and procedures that are to be followed by a number of these bodies. Accordingly, additional amendments have been drafted for the following: Architectural Board, Board of Appeals, Ethics Board, Landmarks Commission and Planning Commission and are enclosed where applicable.

Finally, and with an eye towards economy and efficiency, the Committee is recommending a reduction in the overall number of boards and commissions. Specifically, the Committee recommends consolidating the Open Space Preservation Committee, Park Board and Tree Board into a newly constituted Natural Resources Board. The Opitz Cemetery Board, comprised of one resident and two staff members, is also recommended for elimination.

Board/Commission/Committee Review & Comment

In connection with its efforts to standardize and streamline the ordinances that govern the City's boards and commissions, the Public Welfare Committee is now seeking input from the various bodies affected by the proposed amendments. To this end, the Committee requests that each board, commission or committee place the proposed amendments on the next available meeting agenda for review and consideration. As part of this review, the Committee respectfully requests that board and commission members focus chiefly on the substance, rather than the style or wording, of the proposed changes. The Committee is primarily interested in determining if it has accurately described what each

Attachment: Proposed Text Amendment Packet (2310 : Proposed Text Amendment)

board/commission does and where applicable, how it conducts business. Additionally, Public Welfare is also interested in learning if the proposed changes create any roadblocks or difficulty to the way in which a particular board or commission transacts its business.

It is anticipated that a review of the proposed amendments can be accomplished during the course of one meeting, and the Committee is requesting that each board or commission entertain a formal motion to approve the proposed amendments as submitted, or with revisions agreed to by a board or commission. Thereafter, it is further requested that staff liaisons draft a brief memo to my attention indicating the results of said vote, along with a copy of the approved language as either initially proposed, or as further amended. Lastly, it is requested that all boards and commissions complete their review by **no later than Monday, May 15.**

As indicated, it is requested that City boards and commissions focus their initial review on the changes proposed by the Committee, or to any further amendments that correlate to the changes as proposed. To the extent that it may make sense for a particular board or commission (such as the Board of Appeals or the Landmarks Commission, for instance) to undertake a more exhaustive review of their particular ordinance, it is suggested that such analysis be initiated during a separate timeframe, so as not to delay consideration of the Committee's proposed amendments by the Common Council. As a matter of course, the City Code can be amended at any time; therefore, if a particular board or commission is interested in considering other or more substantial amendments, it is not paramount that such coincide with the timing of this particular effort.

Consolidation

The Public Welfare Committee recognizes the important work done by the Open Space Preservation Committee, Park Board and Tree Board. However, it also recognizes that, frequently, these boards and commissions have had long periods of inactivity, and it has from time to time been difficult to gather a quorum. The new consolidated Natural Resources Board should have more consistent workflow. That should make service more meaningful, and will consolidate some of staff's responsibilities.

The Public Welfare Committee acknowledges that each of the boards and commissions to be consolidated has considerable expertise. To retain that expertise, and in recognition of the service of the members of these boards and commissions, the Public Welfare Committee proposes to have all such members continue to serve on the new committee.

Additionally, to ensure that the new Natural Resources Board places adequate emphasis on the tasks performed by the prior boards and commissions, the Public Welfare Committee proposes to empower the Natural Resources Board to create subcommittees. So, for example, the Natural Resources Board could establish a tree preservation subcommittee comprised of the former Tree Board members. That subcommittee could be delegated with much of the responsibilities of the former Tree Board.

The Public Welfare Board believes that this consolidation will create a more vigorous and efficient committee while retaining the expertise and focus of the people who participated in the former boards and commissions.

Attachments

Attached you will find the proposed ordinance documents that are pertinent to your particular board or commission. In most cases, this will include the following attachments:

- 1) The board or commission's new enabling ordinance
- 2) Proposed general provisions applicable to all boards and commissions

3) Where applicable, the existing ordinance to be replaced (for comparison purposes)

Additionally and as previously indicated, several boards/commissions have supplemental ordinance amendments to review. As applicable, these are enclosed for consideration.

Further Information

Should any board, commission or committee Chair or Staff Liaison have any questions or concerns regarding the information contained in this memorandum or the accompanying attachments, please do not hesitate to contact my office. Additionally, if after reviewing the proposed changes, you feel it would be helpful to have a representative from my office or the Public Welfare Committee attend the meeting where the proposed changes will be discussed, please contact Executive Assistant Lina Prosser at (262) 236-2941 / lprosser@ci.mequon.wi.us, so that the appropriate scheduling arrangements can be made. On behalf of the Public Welfare Committee, thanks in advance for your consideration of the proposed amendments, and we look forward to receiving your input.

Lina Prosser
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Attachment: Proposed Text Amendment Packet (2310 : Proposed Text Amendment)

ECONOMIC DEVELOPMENT BOARD

Attachments:

1. New ordinances (Secs. 2-521 through 2-524)
2. General provisions
3. Existing ordinances (Secs. 2-593 through 2-599) to be replaced

Proposed Ordinance

DIVISION 6. - ECONOMIC DEVELOPMENT BOARD

Sec. 2-521. - Creation.

The city shall have a board known as the “City of Mequon Economic Development Board.”

Sec. 2-522. - Purpose.

The board shall stimulate and encourage economic development.

Sec. 2-523. – Membership.

- (a) The board shall consist of the following nine voting members:
 - (1) Eight citizen members nominated by the mayor; and
 - (2) One aldermanic representative.
- (b) The citizen members should generally have recognized experience and qualifications in business, development, finance, marketing or other professional fields which will be an asset to the administration of the city’s economic development program.

Sec. 2-524. – Powers and duties.

Serving in an advisory role to the planning commission and common council, the board shall:

- (1) Recommend and annually review and modify an economic development program for the city.
- (2) Recommend action on short- and long-range elements of the economic development program.
- (3) Recommend a budget for its activities and programs.
- (4) Make recommendations regarding the revolving loan fund.
- (5) Make recommendations regarding the city’s economic development projects (business park development, town center plan, etc.) and the possible use of economic development tools.

Secs. 2-525 - 2-540. - Reserved.

ARTICLE IX. - BOARDS, COMMISSIONS AND COMMITTEES

DIVISION 1. – GENERAL PROVISIONS

Sec. 2-416. - Generally.

- (a) As used in this division, “committee” means a board, commission, committee or other body established or maintained pursuant to this article IX, including *ad hoc* committees created under paragraph (b).
- (b) The mayor by order or the common council by resolution may from time to time create *ad hoc* committees for limited and temporary purposes. The council shall create standing citizen committees by ordinance.
- (c) The provisions in this division apply to all committees unless otherwise specified by the ordinance, resolution or order creating a committee.
- (d) Except for committees dissolved upon the enactment of this ordinance, this ordinance does not affect appointments made and terms of office established prior to the enactment of this ordinance.

Sec. 2-417. - Citizen members.

- (a) A citizen member is a full participating and voting member of a committee.
- (b) As specified for a committee, citizen members are either nominated by the mayor or a common council member and approved by the common council.
- (c) Citizen members serve without compensation.
- (d) No person may serve as a citizen member on more than two committees at the same time.

Sec. 2-418. - Alternate citizen members.

- (a) An alternate citizen member may participate and vote in the absence or recusal of a citizen member or when a citizen member vacancy occurs until such vacancy is filled.
- (b) Unless otherwise specified for a committee, alternate members are nominated by the mayor and approved by the common council.
- (c) Unless the number of alternate members is specified for a committee, the mayor may determine from time to time how many alternate members to nominate to the committee. If more than one alternate citizen member is appointed, the mayor shall designate the order in which the alternate citizen members shall have the option to serve.
- (d) The terms of alternate citizen members terminate as of the organizational common council meeting following appointment.
- (e) Alternate citizen members serve without compensation.

Sec. 2.419 - Qualifications: citizen members and alternate citizen members.

- (a) Citizen members and alternate citizen members shall be adults and live in the city. If a member or alternate member ceases to live in the city on at least a part-time basis, he or she shall be deemed to have resigned and such office shall be then vacant. This residency requirement shall not apply to any city employee appointed and confirmed or required to serve on any committee by ordinance or statute. A non-resident citizen may be appointed, confirmed and serve upon a committee, provided that prior to such confirmation and service, the common council determines by a separate, majority vote that such individual appointee has expertise, experience or education, or serves in a position or represents an organization, that the common council believes will assist the committee and that such non-resident appointment is in the best interests of the city; however, no more than 25% of the members of any committee may be non-residents.
- (b) An elected official may serve as a citizen member or alternate citizen of a committee, except that no elected official may serve as a citizen member or alternate citizen member of more than one committee.

Sec. 2-420. – Appointment: Citizen members and alternate citizen members.

- (a) Citizen members shall be appointed for a term of three years. Notwithstanding Wis. Stat. § 62.09(5)(e), a term shall expire no earlier than the third organizational common council meeting following appointment but no later than the earlier of the appointment and qualification of a successor or the 60th day following the third organizational common council meeting following appointment.
- (b) Appointments shall be staggered so that, other than appointments filling vacancies pursuant to sec. 2-423, only one-third of the membership of a committee is appointed in any year.
- (c) Appointments are subject to common council approval. The elected official nominating a citizen member or alternate citizen member shall notify the city clerk of the nomination and the nominee shall complete a nomination sheet in the form then used by the city. The city clerk shall then place the nomination on the next common council agenda after adequate notice, and the common council shall vote on the proposed appointment. If the common council approves the appointment, the city clerk shall notify the nominee of his or her confirmation, and the nominee shall take office and his or her term commences when he or she executes his or her oath of office and returns such oath to the city clerk, and the term of the incumbent being replaced terminates.

Sec. 2-421. – Aldermanic representatives and alternate aldermanic representatives.

To the extent a committee's membership includes an aldermanic representative:

- (1) There shall be only one aldermanic representative serving on the committee.
- (2) The aldermanic representative shall be nominated by the common council president and confirmed by the common council by a majority vote at the organizational common council meeting.
- (3) The aldermanic representative shall serve and be a voting member to the same extent as the citizen members.
- (4) The aldermanic representative position shall not be split among two or more aldermen.

- (5) The common council may, at its option, appoint one or more alternate aldermanic representatives who shall serve and vote in place of the aldermanic representative in the absence or recusal of the aldermanic representative.
- (6) Aldermanic representatives and alternate aldermanic representatives serve one-year terms, each terminating as of the organizational common council meeting following appointment.

Sec. 2.422. - Removal from committee.

- (a) Unless prohibited by applicable law, a citizen member or alternate citizen member may be removed from office prior to the expiration of his or her term by a two-thirds vote of the common council.
- (b) Automatic removal based on absences.
 - (1) Except as provided below, any citizen member of a committee who fails to attend either three consecutive regular meetings of the committee or at least 51 percent of the total of all meetings of the committee during any 12-consecutive month period shall be deemed to have resigned from the committee, and that member's office shall, automatically and without further action, be deemed to be vacant as of such date.
 - (2) The city clerk or the city clerk's designee shall provide a written warning to a member who, by failing to attend a meeting, would be removed. The written notice shall be delivered prior to the meeting at which the member's absence would trigger the automatic removal provisions of paragraph (1). A member's failure to receive such notice shall not prevent the automatic removal.
 - (3) This section (b) shall not apply to (i) aldermanic members, (ii) *ex officio* members or (iii) citizen members of a committee that generally meets on an as-needed or *ad hoc* basis.
- (c) An officer of a committee is automatically removed from that office upon removal from the committee.

Sec. 2-423. - Vacancies.

Upon the death, resignation or removal of a member or alternate member, a replacement may be appointed to fill the remaining term of such member or alternate member. The replacement shall be nominated and confirmed in the same manner as the member or alternate member being replaced.

Sec. 2-425. - Chairs and officers.

- (a) The mayor shall appoint a chair from the membership of the committee.
- (b) The appointment of the chair shall expire as of the organizational common council meeting following appointment. If a vacancy occurs in the chair, the vacancy shall be filled for the balance of the term in the same manner as originally appointed.
- (c) The committee may appoint a vice-chair, such other officers and such subcommittees as it deems necessary. No appointment of a subcommittee or an officer shall extend beyond the next organizational common council meeting.

- (d) In the absence or upon recusal of the chair, or until a vacancy in the chair is filled and qualified, the vice-chair, if any, shall serve as acting chair. If there is no vice-chair, the aldermanic representative, if any, shall serve as acting chair. If there is no aldermanic representative, then the committee shall choose the acting chair. In the event the aldermanic representative shall become acting chair, and the alternate aldermanic member shall be in attendance, he or she may assume the aldermanic seat for the period that the aldermanic representative serves as chair.
- (e) The chair shall preserve order and decorum, decide all questions of order, and conduct the proceedings of the meeting in accordance with the parliamentary rules contained in Robert's Rules of Order Revised, unless otherwise provided by state law or this code. Any member shall have the right to appeal a decision of the chair. The appeal may be sustained by a majority of the members present, exclusive of the chair.

Sec. 2-426. - Quorum.

- (a) A quorum shall consist of at least 51% of the members, including any alternates serving in the stead of other members.
- (b) A quorum shall be required to be present to transact business or to take any action on any agenda item on the meeting's agenda.

Sec. 2-427. - Action of the committee.

Unless otherwise required by law, an affirmative vote of a majority of the members present at a meeting (including any alternates serving in the stead of other members) at which a quorum is present shall constitute the action of the committee.

Sec. 2-428. - Meetings, agenda, minutes and recommendations.

- (a) The committee shall conduct its first meeting following the organizational common council meeting at a time and place scheduled by, and pursuant to an agenda established by:
 - (1) The staff liaison to the committee if the chair is selected by the committee. The first item of business shall be selection of the chair.
 - (2) The chair if he or she is selected by the mayor.
- (b) Except for any committee that meets solely on an as-needed basis, each committee shall submit to the city clerk, at or promptly following its first meeting following the organizational common council meeting, for publication, a written schedule of the date and time of its regular meetings for the following year.
- (c) The committee shall conduct all other meetings at scheduled times and places as called by the chair or as determined by the committee at a prior meeting. The chair shall establish the agendas for all such meetings after consultation with city staff.
- (d) Any member or aldermanic representative may request in writing, at least five business days prior to a meeting, that an item germane to the committee's purpose, duties or powers be placed on an agenda. If the chair fails to place such item on the agenda for a meeting, the proposing member may, at any meeting, move the committee to have the item placed on the next agenda.

- (e) Written notice of a meeting and the agenda for such meeting shall be delivered to each committee member at least 48 hours in advance of the meeting, in such form as will reasonably apprise the committee members, the public and the press of the date, time and subject matter that is intended for consideration and action at the meeting.
- (f) Minutes of the meetings and recommendations of the committee shall be submitted to the common council. The minutes shall show the vote of each member upon each question. The minutes shall also show if a member is absent or fails to vote on any question. The city clerk shall retain all such minutes.
- (g) Members shall attend meetings in person. No member may appear at any meeting by telephonic or other electronic means.

Sec. 2-429. - Appearances by members of the common council.

All members of the common council may be present during any meeting of a committee, including any closed session, and upon being recognized by the chair, may participate in its discussions; however, no member of the common council, other than any aldermanic representative, may bring or second a motion or vote.

Sec. 2-430. - Compliance with state law.

All meetings of city committees shall be held in compliance with the Wisconsin Open Meetings law. All committee members and staff representatives shall comply with the Wisconsin Open Records law.

Secs. 2-431 - 2-440. - Reserved.

DIVISION 7. - ECONOMIC DEVELOPMENT BOARD

Sec. 2-593. - Creation.

There is hereby created an economic development board.

(Ord. No. 2004-1100, § I(2.31(1)), 5-18-2004)

Sec. 2-594. - Purpose.

The economic development board shall stimulate and encourage economic development.

(Ord. No. 2004-1100, § I(2.31(2)), 5-18-2004)

Sec. 2-595. - Membership and term of office.

The board shall consist of nine voting members. The common council shall appoint one aldermanic representative for a one-year term by a majority vote at the organizational common council meeting in April. The mayor shall appoint eight members for three-year staggered terms subject to confirmation by the common council. The eight appointees shall not be elected officials but shall have recognized experience and qualifications in the field of business, development, finance, marketing or other field which will be an asset to the administration of the city's economic development program.

(Ord. No. 2004-1100, § I(2.31(3)), 5-18-2004)

Sec. 2-596. - Chairman.

The mayor shall appoint the chairman.

(Ord. No. 2004-1100, § I(2.31(4)), 5-18-2004)

Sec. 2-597. - Quorum.

Five members shall constitute a quorum for the transaction of business of the committee.

(Ord. No. 2004-1100, § I(2.31(5)), 5-18-2004)

Sec. 2-598. - Meetings.

The committee shall conduct its meetings at scheduled times and places as shall be determined by the call of the chairman. Written notice of all meetings and agendas shall be delivered to each committee member at least 48 hours in advance of said meeting, in such form as will reasonably apprise the committee members, the public and the press of the date, time and subject matter that is intended for consideration and action at the meeting. Minutes and recommendations of the meetings shall be submitted to the common council.

(Ord. No. 2004-1100, § I(2.31(6)), 5-18-2004)

Sec. 2-599. - Duties.

Serving in an advisory role to the planning commission and common council, the economic development board shall have the following powers and duties:

- (1) Shall manage and administer the city's economic development program,
- (2) Recommend action on long and short range elements of the economic development program,
- (3) Recommend an annual work program,
- (4) Recommend an annual budget for its activities and programs,
- (5) Make recommendations relative to the revolving loan fund,
- (6) Engage in policy deliberations relative to economic development activities (business park development, town center plan, etc.).

(Ord. No. 2004-1100, § I(2.31(7)), 5-18-2004)

Secs. 2-600—2-616. - Reserved.



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Office of Economic Development Board

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: April 25, 2017
SUBJECT: Outreach to Mequon's Major Employers

Background:

The Economic Development Board expressed an interest in continuing to meet with the City's major employers as part of the Board's outreach program (see attached Major Employer listing). The Board would like to enhance the City's relationship with businesses and to work collaboratively with the Mequon-Thiensville Chamber of Commerce.

Analysis:

It is recommended that two groups be established to schedule and visit with representatives of the major employers. Staff suggests the visiting group consist of one member of the Board, one member of the Chamber and one member of City Staff. In the past, the Board utilized a predetermined set of talking points to guide the conversation with the business representatives. This allows each group to deliver a consistent message to the business representatives and to attempt to receive consistent information in return.

Recommendation:

Staff recommends the Board review the attached Business Visitation Sample Questionnaire and appoint two Board members to be part of the visiting group. Those Board members interested in being part of the visiting group should notify Chairman Carr in advance of the meeting.

End of Memo

MAJOR EMPLOYERS

<u>Employer</u>	<u>Industry</u>
Concordia University	Colleges, Universities, and Professional Schools (500+ employees)
Rockwell Automation Inc.	Relay and Industrial Control Manufacturing (500+ employees)
Columbia St. Mary's	General Medical and Surgical Hospitals (500+ employees)
Mequon-Thiensville Public Schools	Elementary and Secondary Public Schools (250-499 employees)
Telsmith Inc.	Construction Machinery Manufacturing (250- 499 employees)
Pick 'n Save Mega Foods	Supermarkets and Other Grocery (100-249 employees)
HB Performance Systems Inc.	Motor Vehicle Brake System Manufacturing (100-249 employees)
Aurora Advanced Healthcare Inc.	Offices of Physicians (100-249 employees)
Newcastle Place	Continuing Care Retirement Communities (100-249 employees)

BUSINESS VISITATION SAMPLE:**Necessary Information:**

1. Interview Date
2. Company Name
3. Phone Number
4. Address
5. Contact Name/Title
6. Interview conducted by
7. Type of Business
8. SIC Code

Introduction/Purpose:

Introduction by interviewers to state purpose of visit – should be standardized:

1. Retention is the foundation for a healthy local economy, we would like to evaluate and determine how we can help strengthen and grow our businesses and commercial development

Options for Questions:

1. Describe your business, its mission, operations and top products/services.
2. How long has the business been in Mequon?
3. Number of employees on site in Mequon?
4. Does your company own or lease space in Mequon? If lease, when does it expire?
5. Do you have other locations – relationship between locations?
6. What percent of your production occurs in Mequon?
7. What markets does your business serve: local, county, state, national, international?
8. During the past 3-5 years, has the local branch Increased, Decreased or No change in the following:
 - Sales/Business
 - Employment
 - Facility
 - Equipment
 - Product/Service
 - Location
9. We would like to know more about your opportunities for growth and if any are anticipated in the next 1-3 years:

- Expanding employment
 - Expanding sales
 - Expanding building / site
 - Investing in equipment
 - Expanding product or services
 - Increasing customer base
 - Any expansion or increase, in which areas, in the past 3 years
10. Does your company anticipate a need to reduce or phase out your Mequon operations?
 11. Is your company considering plans to relocate? Within or outside Mequon? If so, where/why?
 12. Is your company considering plans to close or sell your business or sell just the Mequon location? If so, why?
 13. Are regulatory factors affecting business operations?
 14. Has there been a recent change in management or is one pending?
 15. Is the company having difficulty retaining or attracting employees with adequate skills? If so, what factors contribute to this difficulty?
 16. Is your employment status hiring, stable or downsizing?
 17. Is the company experiencing problems with security or safety – others to list like environmental issues, marketing, transportation, infrastructure, financing, decrease in customer base, regulatory pressures, training? OR

Does the company need assistance to keep and grow business in Mequon? List could include: financing, additional space, new use for a surplus of space, resolve issue with city approvals, permits, etc., traffic/parking, etc...
 18. Are there additional industries or other support services that you feel are needed in the area?
 19. Please describe the most critical issue currently facing your company?
 20. Is Mequon a positive location for your business at its future opportunities? Yes/No and why or why not?
 21. What can the City do to enhance your company's effectiveness or profitability in Mequon?
 22. What recommendations do you have for improving the business climate or quality of life in Mequon?

23. What are the greatest advantages (at least two) of operating your business in Mequon?

24. What are the greatest disadvantages (at least two) of operating your business in Mequon?

25. Would you like to participate in a possible focus group?

Participants:

TO: Economic Development Board
FROM: Justin Schoenemann, Assistant City Administrator
DATE: April 26, 2017
SUBJECT: City Website Redesign Workshop to gather input from the Economic Development Board

Background

After an in-depth vetting process, the Common Council awarded the website redesign contract to Aha Consulting on February 14, 2017. The City's contract with Aha Consulting entitles the city to a 4-6 month redesign process. The implementation process will include: designing of the new website, content migration from the City's current website, staff training and testing of the new website. Aha Consulting has assigned the City a project director, a project manager, and two support staff that will be working with the city through the entire redesign process from start to finish.

Since the Common Council approved the contract with Aha Consulting, Staff has started the first steps of the planning and redesign process. Staff has worked with Aha Consulting to establish an action plan for the entire project, a timeline and task assignments. The City's internal website committee will continue to work on behalf of the City through the redesign project. It is staff's goal to have the fully redesigned website completed and live by no later than the beginning of the 4th quarter of 2017.

Analysis

The majority or the entire Economic Development Board's meeting on April 24 will focus on idea generation and content development for the new economic development section of the redesigned website. Assistant City Administrator Justin Schoenemann is prepared to present and discuss examples of key elements, components, and website features. In anticipation of this discussion an outline of example sites has been prepared.

Conclusion

To accomplish this, staff proposes that the Board view the City's current economic development section under "Business and Development," examine example sites listed in the attached outline, and discuss the direction staff should take in the creation of the redesigned economic development section. Board members are encouraged to view the example sites in the attached outline in advance to help ensure the workshop can be completed within the allotted time. Staff will then use the provided information in consultation with other key stakeholder input to drive the design, features, and architecture of this section.

ECONOMIC DEVELOPMENT WEBPAGES REDSIGN OUTLINE

MAIN PAGE DESIGN

- No Scroll Main Page: <http://www.choosealamance.com/>
- Some Scroll Main Page: <http://www.columbusin.org/>
- Lots of Scroll Main Page: <http://www.laedc.org/>

MENU CATEGORY NAMES

- Straight to the Point: <http://www.ozaukeebusiness.org/>
- Suggestive: <https://www.greatermsp.org/>

WELCOME IMAGE(S) / BANNOR

- Small Image: <http://www.choosealamance.com/>
- Stationary Image: <http://burtcoedc.com/>
- Large Image: <http://www.ozaukeebusiness.org/>

MAIN PAGE CONTENT

- About Statement: <http://burtcoedc.com/> / <http://whitleyedc.com/>
- Key Image Links: <http://www.columbusin.org/> / <http://langladecountyedc.org/>
- Latest News: <https://www.greatermsp.org/> / <http://www.columbusin.org/>

SUBSECTION CONTENT

- Business Directory: <http://www.mtchamber.org/list/>
- Community Profile: <https://www.greatermsp.org/doing-business-here/workforce-statistics/>
<https://www.greatermsp.org/regional-indicators/>
- Contact Us: <http://www.platteville.org/directory/> / <https://www.greatermsp.org/partner-with-us/board-members/>
- Cost of Doing Business: <http://www.columbusin.org/business-climate/cost-of-doing-business/>
- Health Care: <http://burtcoedc.com/visitors-information/health-care/>
- Property Search: <http://www.ozaukeebusiness.org/property-search.cfm>
- Success Stories: <http://langladecountyedc.org/success-stories/>
- Strategic Goal: <http://www.columbusin.org/site-selection/targets/>
- Transportation: <http://burtcoedc.com/transportation/>
- Unique Facts: <http://www.columbusin.org/business-climate/rankings/>
- Utility Information: <http://burtcoedc.com/utilities/>

EXTERNAL ORGANIZATOINS

- What external organizations should be linked within the new economic development section?
 - Colleges
 - Chamber of Commerce

- First Bank Centre
- Mequon Community Foundation
- Mequon – Thiensville School District
- Mequon – Thiensville Rotary
- Milwaukee 7 Regional Economic Development
- Southeastern Wisconsin Regional Planning Commission
- Ozaukee County Economic Development
- U.S. Economic Development Administration
- Wisconsin Economic Development Corporation