City of Mequon

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Department of Community Development

Economic Development Board
April 25, 2017
7:30 AM
North Conference Room
Mequon City Hall
11333 N Cedarburg
Minutes

1. **Call to Order, Roll Call.**

   Members present: Chairman Tim Carr, Jim Baka, Bruce Sipiora, Jon Safran, Janette Braverman, Gloria Rosenberg (arrived at 7:38am)

   Staff and City Representatives Present:
   Kim Tollefson, Director of Community Development
   Ald. Rob Strzelczyk

2. **Approval of Meeting Minutes**
   a. February 28, 2017
   b. March 28, 2017

   The Minutes from the February and March meetings will be included in the next Board packet.

3. **Proposed Text Amendment to City of Mequon Municipal Ordinances related to the provisions**

   Ms. Tollefson explained that the Public Works Committee is reviewing all the ordinances from the various boards and commissions to create consistent language relating to function and operations. This is an opportunity to make any changes to the purpose statements for each board. There is no substantive change for this Board. The appointment of the chairperson for EDB is made by the Mayor which is distinct from other boards and commissions; often the boards and commissions nominate and vote to elect the chairman. That appointment process will remain the same. The other change is that 51% of the overall Board will be considered a quorum. Everything else remains the same.

   Chairman Carr stated that he appreciates this reminder of the purpose of the Board which is to stimulate economic growth and that the future of the community needs to remain the focus. The big picture needs to be looked at from a citizen's viewpoint as well.

   Ms. Tollefson added that this is an opportunity for the Board to request some funds for the annual budget to support some of the endeavors discussed regarding outreach to the community in effort to maintain retention. The funds could possibly be used for a welcome packet and/or quarterly receptions.

   Ald. Strzelczyk stated that the last interaction for a new business is typically with someone from inspections. He feels it would be great to have someone else (staff or community member) reach out. He suggested that the EDB needs to give a story behind ("actionable tools") what the funds will be used for to persuade the Council that the funds are necessary and will be used in a constructive manner.

Mr. Sipioria suggested that contact from the county level will help provide a macro level perspective.

Ms. Tollefson stated that the Board members should help to spread a consistent and positive message about what is happening in the community. She stated that is one of the reasons she gives staff updates at the end of each EDB meeting to update the Board about the status of ongoing projects or new projects coming to the community.

4. Outreach to Mequon's Major Employers

Ms. Tollefson stated that she reached out to Jim Marshall, Chamber of Commerce President, to discuss the outreach that the Chamber does and to talk about possible joint efforts to outreach to Mequon businesses. It was discussed at previous meetings that the alderperson from the district in which the business is located should be part of the outreach team. Ms. Tollefson questioned if she should attend if an alderperson attends the outreach visit. She feels that the business owners may be more frank with community members than her about any issues they may have.

Ald. Strzelczyk stated that he prefers that Ms. Tollefson attend all the outreach meetings for autonomy and so that she can deliver a consistent message. He does not feel that it should be district specific as this is a city initiative.

Chairman Carr stated that some businesses have higher priority for outreach and that some are very grounded in Mequon and are not moving anytime soon.

Ms. Tollefson said that she would let the Common Council know that the EDB is initiating outreach efforts along with a list of businesses that will be targeted and a timeframe in which it will be done. She also suggested that a summary be submitted to the Council following the outreach meetings.

Mr. Baka stated that he feels it is best that a Board member be assigned to specific businesses so that there is some consistency. He suggested that the Board member work with the district alderperson.

Mr. Sipiora stated that the businesses should be discussed and a priority ranking should be done. He feels that it shouldn't just be the big businesses in town, because different industries have demands and challenges.

Ald. Strzelczyk stated that businesses that are looking to expand should be a priority. It is important to keep those businesses in Mequon as they are reinvesting in the community.

Chairman Carr suggested that every Board member should look over the list and should pick a business they want to represent.

Ms. Tollefson stated that staff would send out the expanded list so that the Board members can look over the list. The alderperson will be added to the list. This topic will be continued to be discussed at the next meeting.

5. **City Website redesign Workshop: Justin Schoenemann, Assistant City Administrator**

Mr. Schoenemann stated that the city website is getting updated and that this is important in attracting new businesses. He showed examples of different communities' websites as a comparison and that in general many do not do a good job of showcasing their economic development departments. He stated this is an opportunity to stand out. He asked for feedback from the Board members on their likes and dislikes as he went through the examples. He stated that all new images and pictures will be used.

Ald. Strzelczyk stated that he wants the EDB portion to be highlighted and to spur interest in the community. He wants businesses to be aware of the TIF district.

Mr. Sipiora stated that he feels that it is important to highlight the strengths of the community; business services, careers, workforce.

Ms. Tollefson stated that there is a strengths and weaknesses sheet that can be sent to the Board and Board members can choose what to highlight.

Board Preferences:

- Call outs above the fold
- Simplicity rather than too much wording
- Big Tabs – easy to use
- Slideshow of images – show diversity (farm, lake, river)
- Scrolling feed of dates and events
- Quality of life – showcase with photos
- Meeting Spaces / Community Spaces

Mr. Schoenemann stated that the city logo will be redone in the near future, once the website efforts have concluded. The Public Welfare Committee will be discussing branding at their May meeting. Ms. Tollefson added that securing a budget for these initiatives has been challenging.

Mr. Schoenemann will report back in a few months once the website is further along in the development.

6. **Staff Updates**

Ms. Tollefson stated that the Council has a closed session scheduled as part of their regularly scheduled meeting on May 9, 2017. She suggested that Chairman Carr and 1 other Board member attend the meeting. This meeting is in response to the recommendation from this Board.

Ms. Tollefson stated that the City Attorney responded that he feels that the Town Center TIF project plan should be amended. This will be a 2-3 month process. Ms. Tollefson is working with Ehlers.

7. **Announcements**

The next meeting will be on May 23, 2017

8. **Adjourn**

Ald. Strzelczyk made a motion to approve
Mr. Baka seconded the motion
Vote passed, 6-0

Meeting adjourned at 9:04 a.m.