City of Mequon

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Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Wednesday, April 25, 2018
2:00 PM
Telsmith Inc10910 Industrial Drive
Mequon, WI 53092

Agenda

1. **Call to Order**

2. **Telsmith Introduction and Plant Tour**

3. **Economic Development Board convene immediately following the tour.**
   Telsmith Follow up Discussion

4. **Election of Chair**
   Request: Action

5. **Announcements**
   The next meeting is May 18, 2017 at 7:30 am.

6. **Approval of Minutes from January 23, 2018**

7. **Adjourn**

Dated: April 20, 2018 /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 262-236-2903, Monday through Friday, 8:00 AM – 4:30 PM

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ECONOMIC DEVELOPMENT BOARD
Tuesday, January 23, 2018
7:30 AM
North Conference Room

Minutes

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

Present:
Alderman Robert Strzelczyk
Board Member Rick Shneyder
Board Member James Baka
Chair Timothy Carr
Board Member Matson Holbrook
Board Member Bruce Sipiora
Board Member Janette Braverman

Absent:
Board Member Gloria Rosenberg
Board Member Jonathan Safran

2. **Approval of Meeting Minutes from November 29, 2017**

There are two corrections from the November 29, 2017 minutes:

1. Cindy Shaffer's last name was misspelled on page 5
2. The word discussed should be discussion on page 3.

Action
Ald. Strzelczyk made a motion to approve the minutes with the corrections noted.
Mr. Shneyder seconded the motion.
Voice vote was taken; vote passed (7-0)

3. Business Outreach Plan

Ms. Tollefson stated that there are a number of items to discuss before going live with the program. The Board needs to decide the degree of information to provide in the welcome packet and who the contacts should be.

Chairman Carr stated that he likes the list of businesses provided in the packet and feels that there are not too many that are a top priority and the list includes the top 6 businesses recommended by the Board.

Ms. Tollefson stated that a few newer businesses were added to the list because they are new to the community and it is a good opportunity to establish a relationship as well as get feedback on how the process for opening a new business went for them. Businesses were also added to include more sectors of the business community.

She also recommended reaching out to businesses in similar industries so that common themes could be established and measurable action steps could be better formed. Otherwise the focus may get dispersed across too many sectors.

The Board needs to decide how many people will visit the businesses. Want to ensure that this program is successful.

Chairman Carr stated that he feels the focus should be on businesses that are at a risk to leave the city.

Ald. Strzelczyk made the suggestion to include Fromm and Sommers as he feels they are important to reach out to as leaders in the community as well as outreach to the country clubs to understand how they are doing and what needs they may have.

Chairman Carr suggested that if businesses are not on the list for a personal visit that they may be appropriate for a round table invitation.

There was discussion of hosting a focus group and possibly inviting retailers to participate.

Ms. Tollefson stated that she thinks it is important to keep the first round of visits small. The team would include Kim, Tim Carr and either one of the ambassadors or, if appropriate, either the City Administrator or the Mayor. It may take a few weeks to schedule a meeting once contacted based on everyone's schedule. The intent is that the meeting is an opportunity to have a face to face and establish a relationship. A thank you letter will be sent after each meeting. The feedback will be reviewed and the visits will be tracked. The alderperson from the district would be notified of the feedback as well as the City Administrator. Within a month of the visit, any specific issue initiated by the business will be addressed and follow up will be done to ensure the issue has been addressed and will take place. Within 3 months of the initial business visit, a specific sector, any common themes will be summarized and the businesses and the city will be notified of any action taken.

There was discussion that it is difficult to get the appropriate contact person at each company and contact lists need to be established. It was suggested that the community relations/community affairs person may be the appropriate contact. The scheduling of these visits may take time.

Mr. Sipiora suggested an initial letter be sent to the businesses in town to get a sense of which businesses are interested in a meeting. He feels that it may be a great first step before a phone call to gauge the interest from the business and to introduce the idea of a meeting.

Ms. Braverman suggested that the alderperson may be a great liaison for bridging the city staff to the businesses. She feels that the focus must be building relationships and making a connection. It is a learning opportunity for both sides.

The Board discussed that a group of 3 people feels most appropriate. The determination of which team will visit will be based on who will be attending from the business; the level of hierarchy should be matched. They discussed the importance of reaching the appropriate contact at each business.

Ms. Tollefson wants the process to be turnkey ready before moving forward in contacting the businesses. There are limited staff resources and we want to ensure the outreach efforts are productive and successful. She asked the Board which businesses they want to target and what the criteria is for the decision making process.

Mr. Baka stated that MATC and the M-T School district need to be contacted in the summer as they are too busy during the school year.

Mr. Shneyder stated that he feels that the focus should be on retention and new businesses coming to Mequon. He recommends reaching out to the landlords and developers in town because they are aware of lease terms ending. They are in contact with the local businesses and businesses wanting to relocate here. It is a great way to find out from the landlords why businesses have left Mequon to discover if there are issues that need to be addressed from the city. There may be ways that the city can work with the landlords to facilitate tenant retention. He said these are the local decision makers. The city does not want properties sitting vacant.

The Board discussed that the developers in town would be a great focus group (Concord Development, Mikkleson, Tom Schaefer, PGL Group, Lakeside Development). Ms. Tollefson stated that she has a relationship with all of the targeted developers and she offered to make an initial phone call to get the conversation started. She feels that a more customized focus group with an action plan could be formulated. She feels that a more structured meeting would be productive and meaningful for them as well. The Board supported this idea and that the initial phone calls should be made. It was agreed that Telsmith is a good first business to start with as they have reached out and have invited staff to visit their business.

Chairman Carr stated that he feels the primary focus should be on the industrial businesses located in the Mequon Business Park as retention is extremely important for the businesses located there.

Ms. Tollefson stated that another meeting with Rockwell would include bringing them information and some solutions. She added that is serving on the Ozaukee County Transit group, along with many other groups, and part of the work effort includes looking at the new bus routes and the group has made strategic decisions about rerouting the bus routes to the Mequon Business Park and now going up Wauwatosa instead of Cedarburg Road and a loop into Town Center was added. This could be one piece of information that is taken to the businesses in the Business Park.

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The list formed: Rockwell – follow up
GenMet
TelSmith
HB Performance Systems
Gateway Plastics
SPI Lighting

There was discussion that the city website needs to be updated with links to resources, programs available, tools and contacts that would be useful to potential new businesses.

Ms. Tollefson stated that she would reach out to MATC and Concordia University before meeting with the industrial businesses to find out what tools/training/programming they offer that may be valuable to the industrial businesses. This would be another topic of conversation to bring to the businesses.

Action Plan:

- *Draft Letter of Intro Letter* by February meeting (decide if it will be emailed or snail mailed?)
- *Draft Letter of "Cheat Sheet"* of big topic conversation items to be used at the visit
- 1st round will be the industrial businesses listed
- Board may be contacted that may specific business contacts (email from Kim)
- Community Profile to be handed out – to be updated
- Reach out to the developers (separate item)

Ald. Strzelczyk stated that the interaction should be kept positive and that a list should be ready to finalize at the next meeting will keep this effort moving.

Ms, Tollefson stated that after the February EDB meeting she will also send a memo to the Common Council with the short-term action plan for the next 6 months so they are aware of these efforts.

She will reach out to Ald. Wirth as all the businesses on the list are located in his district.

The February meeting date will be changed to February 20th at 7:30 a.m.

4. Staff Updates

Ms. Tollefson stated that the City was awarded a $500,00site assessment grant for Spur 16 that is eligible for reimbursement for any of the environmental clean-up and remediation that Cindy Shaffer is responsible for doing. They City will enter into an agreement with the state on behalf of Cindy Shaffer.

The Foxtown master plan, which is 17 acres of redevelopment south of Mequon Road, was approved by the Common Council. The concept plan and the PUD were approved. Staff is currently working with the city attorney to start the development agreement which is the agreement between the city and the developer regarding public infrastructure improvements as well as the contemplation of an incentive. If incentives are going to continue to be offered, the project plan needs to be amended. The developer is in direct contact with Ehlers. It is easy to evaluate the fast track plan, but this would require an amendment to the TID. The city is taking a step back to not only review the fast track formula but to evaluate whether the project actually, and to what level, actually needs an incentive to get it done versus the automatic fast track formula. This is an opportunity to check how the fast track formula is evaluated and reviewed. Ehlers is evaluating their specific formula for the fast track to determine if there is actually a need. There may need to be policy decisions that need to be made which the EDB will be involved in.

The Foxtown project is valued at $50M, which is probably conservative. Spur 16 is coming in closer to $47M than the stated value of $26M-$28M. These two projects combined enable the TIF to be closed out in the year that it needs to be closed and possibly closed a little earlier.

$50M of increment allows for opportunities for the city to possibly do some additional improvements/projects. This triggers a policy conversation with the Common Council about whether the plan should be to close the TIF and be done or start using those dollars to do other things like streetscaping, additional parking, etc.

She stated that connecting with Telsmith will be important as the Foxtown moves forward as there will be a lot of construction on Industrial Drive and the project is scheduled to span over a five year period.

Ms. Tollefson is in conversations with both Lokre and Foxtown regarding entering into a memorandum of understanding. The Lokre one would be a little more short term. There is an opportunity to redevelop the parking lot at the city civic campus, as it is in need of repair regardless of additional parking demand, and they have offered to financially contribute to this effort as there is benefit to them and their business owners. They will both be part of the discussion relating to how the parking lot will be redesigned. If these developers contribute private dollars for the design firm that will redevelop the parking lot it will be a much faster project as an RFP will not need to be done. There is some urgency to get this project done as there is about $200,000 - $250,000 from Milwaukee Metropolitan Sewer District that must be spent by the end of 2018. There must be a contract in place by May. Going through the RFP process will not allow this to happen. The MOU’s will be presented to the Common Council in February.

5. Announcements

6. Adjourn

<u>Action</u>
Ald. Strzelczyk made a motion to adjourn the meeting.
Mr. Baka seconded the motion.
Voice vote was taken; vote passed (7-0)

Respectfully Submitted,

Kim Tollefson

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