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ECONOMIC DEVELOPMENT BOARD

Tuesday, May 19, 2020

8:00 AM

Virtual

Agenda

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect the community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens wishing to attend the meeting are encouraged to join the meeting online or by phone. Please go to <https://global.gotomeeting.com/join/156685141> to join the meeting online or call into the meeting by dialing [1 877 309 2073](tel:18773092073) and enter access code 156-685-141

PUBLIC COMMENTS will be accepted in writing only. Public comments should be directed at least 2 hours prior to the meeting to the Community Development Department in advance by email at rbuzzell@ci.mequon.wi.us or by leaving a written public comment addressed to the intended committee in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon, by 4:15 PM on Monday, May 18, 2020. Comments received timely will be forwarded to all members of the body for their consideration.

Reasonable accommodations will be made for those citizens who are unable to attend the meeting in the methods identified above upon at least two hours' notice. Notice can be given to the City Clerk's Office at 262-236-2914

- 1) Call to Order, Roll Call**
- 2) Approval of Meeting Minutes from January 28, 2020**
- 3) Introduction of New Members**
- 4) Emergency Loan Fund Program**
- 5) CUW Marketing Project Update**
- 6) Work Program Prioritization**
- 7) Staff Updates**

8) Announcements

The next meeting is Tuesday, June 30, 2020 at 8:00 a.m.

9) Adjourn

Dated: May 14, 2020

/s/ Tim 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.

Any questions regarding this agenda may be directed to the Dept. of Community Development office at 262-236-2903, Monday through Friday, 8:00 a.m. – 4:30 p.m.

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.



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ECONOMIC DEVELOPMENT BOARD

Tuesday, January 28, 2020

7:30 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Kathleen Schneider
Alternate Alderman Brian Parrish
Board Member James Baka
Board Member Janette Braverman
Board Member Matson Holbrook
Board Member Gloria Rosenberg
Board Member Bruce Sipiora

Chairman Carr called the meeting to order at 7:30 a.m.

Alderman Brian Parrish was present and he is the new alternate for the Board and Chairman Carr asked that everyone go around and introduce themselves self to him.

2) Approval of Meeting Minutes

Action

Ald. Schneider made a motion to approve the November 29, 2019 minutes

Mr. Baka seconded the motion.

A voice vote was taken; vote passed (8-0)

3) Review of the EDB Mission Statement

Chairman Carr stated that he wanted to review the mission statement for the Board to determine if it is still a good fit and applicable to the Board's vision.

There was discussion about the mission statement and how it applies to the current work program goals. There was feedback that the mission statement should include a focus on existing and new businesses. There was a suggestion to include language about recruitment and retention of businesses. This conversation is a good prelude to the Work Program Review item on the agenda. It has been 5 years since it was created and several of the action items on the program have been achieved.

There was conversation about other governmental relationships and the suggestion to do some outreach as it relates to referring businesses to Mequon.

4) Participation in Vertz/CUW marketing Program

Chairman Carr explained that the City has been accepted to be considered by a Concordia University marketing class to be the recipient of a digital marketing program. The class will pick a business or entity that they will spend the spring semester creating a marketing plan and implementation of a budget to support the plan.

On February 10th a proposal needs to be made to the marketing class as the class will have several businesses to choose from. Dir. Tollefson stated that she would like feedback from the Board on what issues they would like to have presented to the class for consideration. The scope of the proposal was discussed; whether it should be narrow or broad in range. Dir. Tollefson asked for direction from the Board as the meeting is a few weeks away and there needs to be consensus about what the proposal should be and what needs to be accomplished. There was consensus that it is better to be more specific for the students.

Chairman Carr summarized the Board's consensus to focus on 1 of the following:

- City Tools – how to better promote the tools available
- Business Park - undeveloped – how to better market
- Retail – how to get more rooftops to support these businesses

It was decided that Kim Tollefson, Tim Carr, Kathleen Schneider and Jim Baka will meet ahead of time to finalize the proposal and they will present the proposal to the February 10th class at Concordia.

5) Business in Focus

Dir. Tollefson stated that Business in Focus is a magazine that reached out to the City to write an article on the City's behalf. The article will be the main feature of the magazine and the City will get a wonderful color version of the article that can be used as a marketing tool. There is no cost to the City for this. She provided a few links in the Board packet of other communities that have been featured in the magazine.

Suggestions from the Board for topics to be considered to be included in the article:

- Town Center
- Spur 16 / Public Market
- Gateway Plastics – recently expanded and the spur the City built into their plant
- Irgens new office building along I-43
- I-43 expansion – accessibility

6) Upcoming Projects

Dir. Tollefson stated that there will be some upcoming projects that will require participation from the Board:

- The City may purchase 4 single-family homes along Cedarburg Road, across from City Hall along the river as part of a long-range plan. The City has right of first refusal to purchase 2 of the 4 homes. There will be a closed session at the February Common Council meeting regarding negotiating terms for those properties. Town Center TIF funds or Park and Open Space Funds can be used. The intent is for this area be open space and to be part of the park that is already there on each end.
- The 2020 budget will include an analysis of the Community Development Department as it relates to issues such as staffing structure, goals, technology and processes. The Board will participate in the conversation with the consultants.

7) Work Program Review and Creation of 2020 Objectives

Due to time constraints, this item is postponed.

8) Planning Commission Policy Subcommittee Updates

Dir. Tollefson stated that the Subcommittee has been studying the East Growth area relating to land uses and development. Much of the work done back in 2011 and 2012 has now been repeated. The neighborhood open house was a huge success and there have been many requests for results from that process. Dir. Tollefson has packaged the meeting materials along with the most frequent comments by land use or location and she also provided a comparison chart with results from the 2019 community survey. The next step is to pull professionals from the private residential market industry for focus groups and ask them very specific and targeted questions aimed to better understand the market and the reality of attracting homeowners to that location; what location, at what density and is there a benefit to public sewer and water given the cost.

The Subcommittee is now focusing on the Port Washington Road corridor south of Highland Road. There are three areas that have some distinctive and concentrated uses. Dir. Tollefson talked about some of the generalities of the three areas and about some of the options for the TIF districts located within those areas.

9) Staff Updates

10) Announcements

The next meeting is February 25, 2020 at 7:30 a.m.

11) Adjourn

Action

Ms. Rosenberg made a motion to adjourn the meeting.

Mr. Baka seconded the motion.

A voice vote was taken; vote passed (6-0)

Meeting adjourned at 10:00 a.m.

Respectfully Submitted,

Kim Tollefson

DRAFT

Attachment: EDB_01.28,19 DRAFT (5153 : Meeting Minutes from January 28, 2020)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 19, 2020
SUBJECT: Emergency Loan Fund Program

Background

In response to the COVID-19 pandemic, staff made a recommendation to the Common Council for authorization of an Emergency Loan Fund (ELF) program on April 28, 2020. The approved program allocated \$150,000 from the City's Revolving Loan Fund program, which now has a balance of \$387,980. On May 12th, the Council adopted staff's recommendation for an additional \$250,000 to the program.

Analysis

The City received 16 applications between May 5th at 8:00 a.m. (the program's effective date) and the close of business on May 5th, totaling a request for \$196,600 funds. Staff received two additional loan applications on May 6th, advancing the total to 226,600. In addition, staff received 23 inquiries for loan program information from businesses that have yet to apply. The Loan Review Panel has awarded loan approvals to 12 businesses based on their qualifications and financial strength. The Panel is waiting for additional information before executing the remaining 6 loan applications.

Fiscal Impact

The loan balance in the City's Revolving Loan Fund is \$311,471, and any further allocation of funds to the Emergency Loan Program will reduce this balance. As loans are repaid, the fund balance is replenished allowing the City the ability to continue to offer the program in the future. Please see attached spreadsheet regarding the financial details.

Recommendation

This information is provided as a summary. NO action is required. The Common Council approved this program on April 28th and May 12th.

RLF Program Balance & Activity

				<u>Balance with Current Funding</u>	<u>Balance with Add'l Funding</u>
RLF Beginning Balance as of 4/30/2020				\$538,071	\$538,071
Distributions and Repayments					
Initial Emergency Loan Fund Allocation 04.28.20 CC Action	\$150,000			*388,071	388,071
Additional Emergency Loan Fund Allocation 05.12.20 CC	**\$250,000				*138,071
February 2021 RLF Repayment	\$45,000			433,071	183,071
February 2021 RLF Repayment	\$49,000			482,071	232,071
September 2021 RLF Repayment	\$24,000			506,071	256,071
December 2021 RLF Repayment	\$40,000			546,071	296,071
October 2023 RLF Repayment	\$54,000			600,071	350,071
June 2025 Emergency Loan Funds Repaid	\$400,000			750,071	750,071

Emergency Loan Applications

				<u>Balance with Current Funding</u>	<u>Balance with Add'l Funding</u>
Initial Emergency Loan Fund Allocation	\$150,000			\$150,000	\$150,000
Current Loan Applications Received as of 5/11/2020					
# of Loan Applications	Total Amount Requested				
18	\$226,600	-\$226,600		-\$76,600	-\$76,600
Additional Emergency Loan Fund Allocation	**\$250,000				***\$173,400

*Remaining Balance of RLF Funding
** Recommended Additional Funding Allocation to Emergency Loan Fund
*** Remaining Emergency Funding After Execution of ALL Loan Applications To-Date
Allowing the Execution of 11+ Additional Loans

Economic Development Board: Work Program 2020-2023

Objective #	Description	Year				Budget Request	Staff Comment
		2020	2021	2022	2023		
1	Economic Promotion & Marketing					Yes	Significant enhancements to city tools, programs and effort. These programs, success stories should be highlighted on web and in hard copy for distribution CUW opportunity Article Issued
	a. Website Improvement	X	X				
	b. Brouchure	X	X				
	c. Summer Intern	X					
	d. Business in Focus	X					
2	Community Survey(s)					Yes	Two surveys issued that result in potential program creation. These have yet to be evaluted and recommended
	a. 2019	X	X				
	b. 2013	X	X	X	X		
3	DCD RFP						A RFP was issued for DCD technology, efficiency and staffing. Submissions are due late May 2020
4	Community Outreach					Yes Yes	Partnership Oppportunitites Exist and should be explored related to other work program objectives
	a. Community Partners	X					
	(WEDC, Chamber, OZ Co, CUW, UW-Ext						
	MATC, MT School District, Clubs)						
	b. Host 1 Annual Event	X	X	X	X		
5	Economic Summit						Through UW-Madison the City is co-sponsoring an economic development summit with other Oz / Wash Co. partners. Originally scheduled for June with primary and secondary topics of interest
		X					
6	Port Washington Road	X					PC Policy Subcommittee Land Use Discussion needs support by EDB
7	East Growth Land Use	X					PC Policy Subcommittee Land Use Discussion needs support by EDB
8	TC Strategy					Yes	The Town Center is achieving its planning, economic and financial goals. Objectives remain and there is an expenditure deadline of April 2023 with a district closure of 2028. Priorization of remaining goals requires EDB input
		X	X	X	X		
9	WEDC Partnership	X					EDB has had 1 of 2 meetings with WEDC to assess alignment of business development and tools/programs
10	Neighborhood Strategy					Yes	Staff recommends the development of 3-4 neighborhood economic development strategic plans. Neighborhoods include East Growth, PW Road, Donges Bay/Cedarburg Road, TC, Friedstadt, Hwy 57 North of Bonniwell
		X	X	X	X		
11	TIF #4 & TIF #5		X				Evaluation of districts and possible amendments
12	RLF / Emergency Loans	X	X			Yes	Leverage RLF for neighborhood strategic plans



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 19, 2020
SUBJECT: Staff Updates

Examples of recent promotions and outreach include:

1. Business in Focus article

Use the following link to read the article about Mequon beginning on page 42.
https://mags.businessinfocusmagazine.com/e_mag/BIFNAApr2020/#page=3

2. Town Center Business Loan Program

See the attached brochure sponsored by Bank Five Nine.

Attachments:

Brochure (PDF)

Brochure (PDF)

City of Mequon Town Center
Business Loan Pool Program Provided By:



In Paternership With:

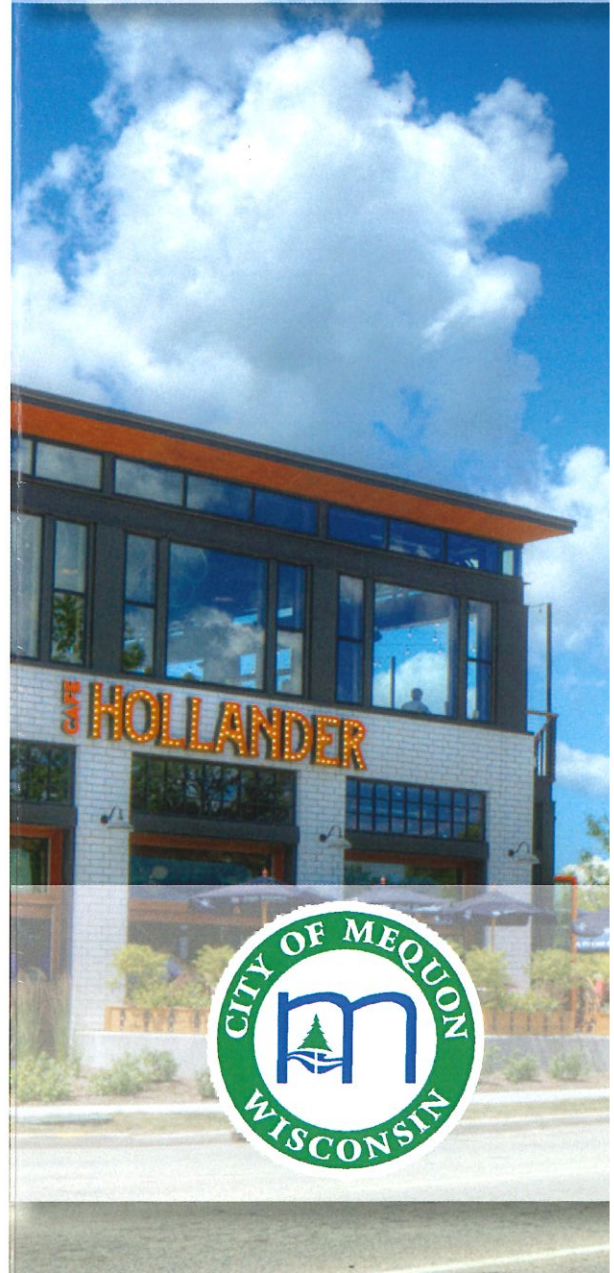


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City of Mequon Town Center Business Loan Pool



Attachment: Brochure (5157 : Staff Updates)

The Mequon Town Center Business Loan Pool is established to:

- Help business attraction
- Increase capital investments
- Support current business expansion in the Town Center neighborhood

The fund was established through a commitment from BankFive Nine and the City of Mequon. These organizations, in conjunction with the Mequon Community Development Department, have partnered together to promote business growth in the Town Center neighborhood.

Eligible Commercial Businesses

Eligible businesses include the following:

- Commercial
- Retail and Services
- Restaurants

Eligible Activities

Eligible expenses include the following:

- Acquisition of land or buildings
- Building improvements, new construction or renovation
- Equipment purchases
- Environmental or safety compliance
- Demolition

How Do I Apply?

1. Call Kim Tollefson, Director at the City of Mequon Community Development Department for business loan guidance (262) 236-2903.
2. Submit a business plan and a loan pack application.

Important Note:

The Mequon Town Center Business Loan Pool works in partnership with area banks and commercial lenders to provide gap resources for new and expanding businesses.

Loan Structure:

The Mequon Town Center Business Loan Pool is available when full private financing credit is not available on terms and conditions which would permit project completion. Each loan is evaluated separately on collateral, risk and terms. Loans are generally not less than \$10,000 or more than \$25,000.



Attachment: Brochure (5157 : Staff Updates)

Loan decisions are made by the City of Mequon Common Council. The City maintains the authority to modify or change the terms or provisions of the loan requirements to best meet the objectives of the community and the City of Mequon.