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Department of Community Development

ECONOMIC DEVELOPMENT BOARD

Tuesday, June 27, 2017

7:30 AM

North Conference Room

Agenda

1. Call to Order, Roll Call

2. Approval of Meeting Minutes

Review and approve

a. February 28, 2017

d. April 25, 2017

b. March 28, 2017

e. May 9, 2017

c. April 18, 2017

3. Motion to Convene into Closed Session:

- a) Adjourn into closed session pursuant to Section 19.85(1)(e), Wisconsin State Statutes, deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever Competitive or bargaining reasons require a closed session (Land Acquisition for property located at 12431 Green Bay Road).

4. Motion to Convene into Open Session

5. Offer to Purchase City Owned Property located at 12431 Green Bay Road

Recommendation

6. Business Visitation List & Outreach Program

Direction

7. 2035 City of Mequon Strengths & Weaknesses for Website

Direction

8. Announcements

9. 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 Economic Development Board

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: June 23, 2017
SUBJECT: Approval of Minutes

Meeting Minutes from:

- a) February 28, 2017
- b) March 28, 2017
- c) April 14, 2017
- d) April 25, 2017
- e) May 9, 2017

Attachments:

Minutes_06.27.17 (PDF)



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Department of Community Development

**Economic Development Board
 February 28th, 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, Matson Holbrook, Gloria Rosenberg, Bruce Sipiora, Janette Braverman, Jon Safran

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development
 Ald. Connie Pukaite

2. Approval of meeting minutes from January 24, 2017

Ms. Rosenberg moved to approve the minutes as written

Ald. Pukaite seconded the motion.

A voice vote was called. All voted aye (8-0)

3. Town Center TID Incentive

Ms. Tollefson stated that she is still waiting to hear back from Ehlers. At the previous meeting she had made the suggestion that Ehlers showcase the expected increment based on the projects that are being constructed and approved right now and what year that would allow the City to be in the black in the TIF project plan. Also to showcase what year will there be enough increment, at a \$250,000 increment of excessive funds that the City could start to prioritize again all of the other expenditures that originally were stated in the TIF. In addition to the prioritization of continuing to offer incentives, there were other priorities slatted as part of Town Center and the Town Center TIF. With this information, the board could have a more constructive discussion about whether the incentive still ranks high as a priority item to offer and if so, how much money should be set aside. The Economic Development Board ("EDB") may not need to determine a total dollar amount.

Ms. Tollefson discussed some of the infrastructure and streetscape beautification expenditures that were addressed with the original TIF loan. She stated that some of those items cost more now than originally anticipated in 2008. The flip side is that the project increment values are proving to be much higher than the estimations in 2008.

Mr. Safran asked if there is feedback from developers that the lack of TIF money is preventing them from developing in Mequon or if they are not interested in the pay as you go structure.

Ms. Tollefson answered that she has not received feedback that the pay as you go structure is a detriment.

She doesn't believe that deals are not moving forward because of this. She continues to hear from developers and they do want to know what economic tools are available. She stated that the other economic tools that are in place are really for business expansion.

Ms. Tollefson stated that she is waiting for the City Attorney's opinion regarding whether the TIF project plan would need to be amended. This would be a 3 month process and somewhat burdensome. This is due to the fact that in the TIF project plan and the type of expenditures needs to be listed with the dollar amounts associated with it. All of the dollars have been utilized therefore, there is a question of whether the list would need to be updated with the suggested additional values. Mr. Sipiora asked about the Children's Hospital and the Froedert Medical building and whether there were any incentives offered for these projects. He asked about other incentive tools available from the City.

Ms. Tollefson answered that those projects did not receive any incentives from the City. They could have been eligible for some incentives, outside the TIF, but they did not request any. Ms. Tollefson explained that there is a Revolving Loan Fund program (RLF) which is based on job creation. Ms. Tollefson provided an overview of the program.

Other tools include Industrial Revenue Bonds and a Town Center business (not developers) loan offered by First Financial Bank. This low interest loan is an incentive offered to businesses in Town Center for either expansion or opening of a new business.

Ms. Braverman asked about how potential developers can best understand available incentives.

Ms. Tollefson answered that developers need to meet with staff, but that the Fast Track Formula calculation is easy to follow and it is based on improvement value. When the Fast Track Formula was originally created, the formula was created as a way to back into what was trying to be achieved and it streamlined the process. The subjectivity of a project was removed. Staff believes that this process is working and that it is very low risk to the City.

Ms. Tollefson stated that a critic from the Common Council last summer was that a consistent, common aesthetic theme has yet to be achieved throughout Town Center, particularly as a visual theme through the public streetscaping. The quicker the funds from the projects come in, the sooner the desired improvements can be made.

4. Staff Updates

- There is the Committee of the Whole meeting tonight to address the Logemann RFP proposals.

Ald. Pukaite explained that the Common Council has changed the course of this issue. She stated that the EDB never discussed whether the property merited having a project developed on it, the EDB was simply asked to choose between the two submitted proposals. She feels that the EDB was never asked the policy question of whether it was a good idea. EDB responded to the Common Council's request for an RFP to be sent out. And the EDB makes decisions based on financial decisions.

Ms. Braverman stated that she feels this was understood and that she had raised concerns about the parking and the cemetery being located right next to the proposed site.

Ms. Tollefson stated that she tried to caution the EDB at the November meeting that there were issues to be vetted through before making a decision. She feels that the Common Council now has the responsibility to address the merits, issues and constraints of a proposed

development on that site. She also commented that the Leszczynski's did a thorough job of putting together their proposal given the constraints on that site. Planning staff and engineering staff have significant concerns about the ability to legitimately construct the proposed project. She is cautious about having the applicant spend more money on their proposal prior to the outstanding issues being resolved. The RFP does acknowledge a full disclaimer to change direction or not complete this project.

Ald. Pukaite stated that the responsibility falls back on the Common Council in making a knee-jerk decision originally, she feels that it was not thought through at all. She explained that it was going to cost the City \$100,000 to demolish the building and a suggestion was made at the Common Council meeting by former Ald. John Leszczynski to send out an RFP. Originally the Logemann was scheduled to be razed because the building was obsolete and costing the City money. Only two proposals were submitted. There was no policy issues considered at the meeting in which staff was directed by Council to issue the RFP. She feels that the decision should have been tabled and thought through. She feels that the Common Council did not consider what an RFP would entail for the various boards or the staff.

Mr. Safran stated that he does not fault the Common Council for considering other options than paying for the tear down of the Logemann Center.

Ald. Pukaite stated that she does blame the Common Council for not tabling the issue and taking the time to think through all that is entailed with an RFP process. She wants a sound decision made for the community. She said that if the RFP was such a great idea the City would have received more than two proposals; only one commercial proposal was received from the very person that suggested the RFP.

- Ms. Tollefson stated that she met with Barry Chavin from MLG and there are three different industrial proposals that are percolating. One is an expansion of a current Saukville industrial use and it would bring 30 PHD-level positions to the community. Ms. Tollefson reached out to the company and offered for them to come meet the City staff and visit some available sites.

Another use would be similar to what is in Mequon Business Park I with multiple smaller warehouse office type uses all in the same building.

The other one is office/warehousing in a larger building with two separate tenant units. It allows an office and a showroom and then vast area for storage of materials.

Mr. Carr stated the issue in Mequon is that the industrial park is not close to the freeway. He feels these users would be welcome users to Mequon.

Ms. Tollefson stated there was an interest expressed in city incentives for possibly two of the three potential users.

- Cindy Shaffer's project has been named Spur 16. They were in front of the Common Council two weeks ago for an amended contract because some deadlines were extended. Most of the elements for the Development Agreement were also worked out and they will be in front of the Common Council for final approval in March.
- The Shaffer/Wired project (Town Center 1) was sold by Blair Williams to Lokre and staff is working to creating a good relationship with them. An element that is being addressed is that

Blair Williams entered into a claw back provision because a cash incentive was offered for this project as part of the development agreement. Lokre will not release Blair Williams from his responsibilities of managing and operating the site until he fully complies with that claw back provision. Staff is working through the process.

- Riteway Bus Company was approved at the February Planning Commission to relocate their operations to Donges Bay Road between Wauwatosa and Executive Drive. They will be vacating their current property in the Town Center zoning district which opens it up for redevelopment.
- Outpost Natural Foods asked for extended hours of delivery on weekends which were contentious by the Heron Pond residents. The request was approved by the Planning Commission for the additional deliveries on the weekends.

5. Announcements

The March meeting is March 28th at Rockwell Automation.

A plant tour will begin at 3:00 p.m. and the EDB meeting will begin at 4:30 p.m.

Ms. Braveman explained there will be a small presentation by Rockwell executives and then Mayor Abendroth and Ald. Pukaite will also speak about the history of Rockwell Automation being in Mequon.

She stated that this would be a great opportunity for the City staff to communicate to the Rockwell employees about the conveniences and proposed projects that are located close to their facility.

Ald. Pukaite stated that once a new business is in town, city government does not reach out to them. She stated that the EDB can help with this type of outreach. She feels that this is important to retain businesses.

Chairman Carr suggested hosting a reception for the top businesses in town to express that the City appreciates that they are in Mequon.

Ms. Tollefson stated that there is not currently any budgeted funds for this but this would be a great time to have a conversation and to possibly get something into the budget for next year.

Ms. Braverman stated that an ID is required to check in at Rockwell.

Ms. Tollefson stated that there are a few issues to work out regarding the ID issue and because there is a quorum of the EDB. She will work with Ms. Braverman to work through the process

Ms. Braverman would like everyone to respond to the email invite that she sent.

Action

Ms. Braverman made a motion to adjourn.

Mr. Holbrook seconded that motion.

All voted aye (8-0)

Meeting adjourned at 8:57 a.m.



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Department of Community Development

**Economic Development Board
 March 28, 2017
 3:00 PM
 Rockwell Automation
 6400 Enterprise Drive
 Minutes**

1. Call to Order, Roll Call.

- i. Members present: Chairman Tim Carr, Jim Baka, Gloria Rosenberg, Bruce Sipiora, Janette Braverman, Jon Safran
- ii. Staff and City Representatives Present:
 Kim Tollefson, Director of Community Development
 Ald. Connie Pukaite
 Ald. John Wirth

2. Introduction by Rockwell Executives: Mike Laszkiewicz, VP GM Power Control Business
 Jason Mikulski, Plant Manager

Mequon City Staff: Mayor Dan Abendroth
 Alderman Connie Pukaite

3. Plant Tour

4. Rockwell Automation Follow up Discussion 4:55PM

The feedback from the Rockwell executives and tour was very positive. EDB members felt it was an important step towards relationship building and great to establish a personal contact there. The members discussed the issue that Rockwell is facing regarding the difficulty in hiring new employees. The EDB members suggested posting company job opportunities on the city website. Another idea suggested is to promote job opportunities on the city public cable channel. A suggestion was made that local businesses could advertise on the city marquee for job openings they have available.

Chairman Carr suggested that a survey be given to the Rockwell employees to find out what services they would like to see offered in Mequon.

Ald. Pukaite stated that city staff does not have the capacity to do community outreach and that the EDB members should spearhead these efforts. She stated that businesses just want to feel like they are valued in the city and to be heard if they have issues. She stated that guidelines should be created that members doing outreach could follow to make the visits consistent.

Ms. Tollefson stated that there are now more tools in the EDB toolbox for businesses and now is a great time to reach out to local businesses. Business outreach has been an item on the work program for a few years. She stated that city staff has done outreach in the past and that it fell through with the change of administration over the years.

She stated that the Asst. Administrator, Justin Schoenemann, will be at the April 25th EDB meeting to discuss the new website and that would be the opportune time to discuss the requests that the EDB has for businesses to be showcased on the city website.

Mr. Sipiora stated that he will volunteer to help with the outreach and would like to have a list of companies from the city. He suggested sending a list around to the EDB members and possibly to the Common Council members to sign up to visit the different businesses. He also reiterated that EDB and staff should send a letter to the Rockwell executives to continue the conversation regarding their issues and how the city may be able to help them.

Everyone agreed that they want to have outreach done and many are willing to help with these efforts.

(Mr. Baka left at 5:30pm)

Ms. Tollefson stated that a targeted survey to the Rockwell employees may be helpful in developing a program for them. She feels that they could be synergy at the county level as well. There may also be some assistance available from MLG.

There was more discussion about doing outreach and brainstorming ideas for Rockwell specifically. It was discussed that the one on one personal contact is vital, that smaller businesses have different needs than larger businesses; business owners just want to be heard and acknowledged and feel that they are valued in the community. The visits would be kept to a confined time frame and a guideline of questions. It was suggested that an outreach group consist of a member from EDB, a member from the Chamber, the alderman from the district the business is located in and a city staff member.

5. Staff Updates

- Ms. Tollefson stated that one of the roles of the EDB is to be an ambassador in the community and to share positive news about new developments and happenings in the city.
- Spur 16 (Shaffer Development) is set to start construction in August or September for Phase I.
- There is direction from the Common Council for the EDB to start thinking about considerations for the sale/land lease for the Logeman Center and surrounding land. These should be general considerations and not negotiations with the developer at this point.

Mr. Sipiora asked if the two proposed developers had talked since the Common Council meeting.

Ms. Tollefson answered that there has not been further dialogue between the two groups. Foxtown Venture wanted to wait until after the parking analysis has been completed to move forward. She explained that there are two phases to the parking analysis. The first phase is a parking count based on “text book” counts which are based on current supply and demand. This will be submitted at the April Common Council. The second phase needs to be done in the summer months when the outdoor amenities are in use for actual counts to be completed.

If there is not a partnership between the two groups the item would go back before Common Council for further discussion and consideration. If one of the two developers drops out then the Common Council may reconsider their vote.

- The Mequon Town Center has new management, Lokre Development Company, and is working hard to keep the businesses thriving and working on new ideas regarding the parking issues. There may be underground parking spaces that could be available to either the business owners or possibly city staff.

6. Announcements

Meeting adjourned at 5:53 p.m.

The next meeting is April 18th at 7:30 a.m.
There is also a meeting on April 25th at 7:30 a.m.

DRAFT



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Department of Community Development

**Economic Development Board
 April 18, 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, Matson Holbrook, Bruce Sipiora, Jon Safran, Rick Shneyder

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development
 Jac Zader, Asst. Director of Community Development
 Kristen Lundeen, Director of Public Works/ Engineering
 Ald. John Wirth
 Alt. Ald. Connie Pukaite

2. RFP: Logemann Center Development Considerations

Ms. Tollefson stated that the Common Council previously made a motion for both applicants to move forward working together. The Leszczynski project was given priority project. The Common Council also voted that a parking study and analysis be conducted to assess the parking situation for the entire civic campus and surrounding properties. This will be conducted in three separate phases. She stated that both Jac Zader and Kristen Lundeen are both actively working on this project. She also stated that the Common Council had directed that negotiations with John Leszczynski not take place until April 19, 2017; one year following the completion of his role as a City alderman.

There has been much public input from individuals as well as from surrounding businesses over the past few months regrading this issue, with letters and petitions circulating with support for both proposed projects.

Ms. Tollefson offered both Foxtown Venture and John and Laura Leszczynski the opportunity before the board convened in closed session to discussion any of the items regarding the strategy and negotiation terms that would be discussed by the board.

Foxtown Venture was represented by John Graham (Robert Bach, Tom Nieman and Tom Zabjak were also in attendance). Mr. Graham stated that they are waiting on the analysis of the traffic study before they move forward with their proposal. They are still very interested in the opportunity and have interested donors but they want to wait for the results of the traffic study. They want to ensure they have support and direction from the City as well.

John Leszczynski stated that the EDB unanimously recommended his project and that the Common Council is supporting him moving forward with it.

Jim Baka asked if the parties had the opportunity to work together yet as directed by the Common Council.

It was stated that that has not yet happened.

Chairman Carr suggested that they board go into closed session.

Ald. Wirth made a motion to go into closed session.

Mr. Safran seconded the motion.

All voted aye, voted passed (7-0)

Closed Session:

Convene into Closed Session

Convene into closed session pursuant to Section 19.85(1)(e), Wisconsin State Statutes, to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session (Land Acquisition: Logemann Center Building and Associated Land).

Ald. Wirth made a motion to go into open session.

Mr. Matson seconded the motion.

All voted aye, voted passed (7-0)

Ald. Wirth made a motion that the Economic Development Board should have a joint meeting with the Common Council for the Logemann Center as the Economic Development Board did not receive adequate direction from the Common Council to move forward with negotiations related to the RFP.

Mr. Safran seconded the motion,

All voted aye, voted passed (7-0)

3. Staff Updates

4. Announcements

Chairman Carr announced that this is last meeting for Ald. Pukaite in her role as alderperson.

He also thanked Ms. Tollefson for sending a follow up letter to the Rockwell representatives and for inviting them to attend an EDB meeting.

The next meeting will be on April 25, 2017

Action

Chairman Carr made a motion to adjourn.

Ald. Wirth seconded that motion.

All voted aye (7-0)

Meeting adjourned at 9:17 a.m.



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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. Sipiora 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.



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Department of Community Development

**Economic Development Board
 May 9, 2017
 7:30 PM
 Mequon City Hall
 11333 N Cedarburg Road**

Special Meeting

Minutes

[The Common Council has also been scheduled to meet at such time and place and upon quorum and call to order, shall then meet concurrently with the Economic Development Board upon similar, through technically distinct subject matters, though all pertain to the closed session (Land Acquisition).]

1. Call to Order at 10:02pm

Members present: Chairman Tim Carr, Bruce Sipiora, Janette Braverman, Jon Safran

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development
 Ald. Strzelczyk

2. Action

Ald. Strzelczyk made a motion

Ms. Braverman seconded the motion to go into closed session pursuant to Wis. Stat. § 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session to specifically discuss Potential Terms of Sale of Logemann Center Site.

Motion carried unanimously

3. Action

Ms. Braverman made a motion to adjourn

Mr. Safran seconded the motion.

Motion carried unanimously

Meeting adjourned at 11:19 p.m.

Attachment: Minutes_06.27.17 (2451 : Meeting Minutes)

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: June 23, 2017
SUBJECT: Business Visitation List & Outreach Program

Background:

The Economic Development Board expressed an interest in continuing to meet with the City's businesses as part of the Board's outreach program (see attached 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 as well as others that include a variety of industrial, retail and service sectors. At our last meeting the Board suggested the visiting group consist of the following:

- One member of the Board
- Development Director
- Aldermanic District Representative

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. As part of the Board's process, staff will notify the Council of our intended efforts and provide a summary of the visitations at the conclusion of the process. If it is discovered that the Board would like to pursue new efforts based on these business visitations and a revenue source is required, then Staff recommends the Board prepare a budget request for 2018.

Recommendation:

Staff recommends the Board review the attached Business Visitation Sample Questionnaire and appoint 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

Attachments:

Outreach Packet (PDF)

MAJOR EMPLOYERS

<u>Employer</u>	<u>Industry</u>	<u>Aldermanic District</u>
Mequon-Thiensville Public Schools	Elementary and Secondary Public Schools (250-499 employees)	#2 Glenn Bushee
Lokre Companies MTC 1	Mixed Use	#2 Glenn Bushee
Outpost Natural Foods Pam Mehnert	Supermarkets and Other Grocery (80 employees)	#3 Dale Mayr
Rockwell Automation Inc.	Relay and Industrial Control Manufacturing (500+ employees)	#4 John Wirth
Telsmith Inc.	Construction Machinery Manufacturing (250-499 employees)	#4 John Wirth
HB Performance Systems Inc.	Motor Vehicle Brake System Manufacturing (100-249 employees)	#4 John Wirth
Aurora Advanced Healthcare Inc.	Offices of Physicians (100-249 employees)	#4 John Wirth
Gateway Plastics	Manufacturing (130 employees)	#4 John Wirth
GenMet Eric Isbister	Industrial Fabricating and Manufacturing	#4 John Wirth
SPI Lighting	Industrial Commercial Lighting	#4 John Wirth
Concordia University	Colleges, Universities, and Professional Schools (500+ employees)	#5 Mark Gierl

Columbia St. Marys	General Medical and Surgical Hospitals <i>(500+ employees)</i>	#5 Mark Gierl
Pick 'n Save Mega Foods (Metro Market)	Supermarkets and Other Grocery <i>(100-249 employees)</i>	#5 Mark Gierl
Newcastle Place	Continuing Care Retirement Communities <i>(100-249 employees)</i>	#5 Mark Gierl
East Towne Tom Schaefer	Multi-tenant Commercial	#6 John Hawkins
River Centre Lance Lichter	Multi-tenant Commercial	#6 John Hawkins
River Site Franceschi	Multi-tenant Commercial	#6 John Hawkins
Ace Hardware	Hardware	#6 John Hawkins
Steins Garden Center	Garden Center	#7 Kathleen Schneider
Concord Development Andrew Petzold	Residential and Commercial Developer	#8 Andrew Nerbun
Sendiks	Supermarkets and Other Grocery	#8 Andrew Nerbun
Brixmor / Pavilions	Multi-tenant Commercial	#8 Andrew Nerbun
Cycle Bar	Fitness Center	#8 Andrew Nerbun

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:



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: June 23, 2017
SUBJECT: City of Mequon Strengths & Weaknesses List for Website

Background:

As part of the new website development, the Economic Development Board expressed an interest in stating the City's strengths. Attached is a list of perceived strengths and weaknesses identified as part of the comprehensive planning process that occurred in 2009.

Analysis:

Please prepare for a discussion regarding the list of attributes to identify which should be displayed on the website. Staff will forward those to the Administration Office for consideration.

End of Memo

Attachments:

Strengths & Weaknesses (PDF)

City of Mequon Economic Development Strengths and Weaknesses

Section 66.1001 of the *Wisconsin Statutes* also requires that an assessment of City of Mequon strengths and weaknesses with respect to attracting and retaining businesses and industries be completed as part of the economic development element. This section includes a list of perceived strengths and weaknesses, which were identified by the Planning Commission using the same inventory data and public input as the desired businesses list for the City.

The perceived strengths for attracting and retaining businesses and industries include:

- Low tax rate.
- Strong educational system including the primary and secondary schools within the local school district and technical schools (MATC). The City also has four year colleges such as Concordia University and is in close proximity to regional educational resources such as the University of Wisconsin – Milwaukee (UWM), Marquette University, and the Medical College of Wisconsin in Milwaukee County
- Strong quality of life, including good healthcare; tourism, recreational, and open space amenities; rural character; high quality public services; low crime rate; location in the Milwaukee Metropolitan Area; and strong historic preservation
- Good highway system, with location near I-43 and good access to Milwaukee and Chicago; easy work commutes
- Convenient access to good healthcare given the location of Columbia St. Mary's hospital and associated medical clinics and offices.
- Tax Increment Financing (TIF) and Revolving Loan Fund Financing incentives
- High level of public health
- Available land within the City of Mequon existing and planned business/industrial parks
- An educated and skilled workforce
- City of Mequon government that is free from corruption and is receptive to business needs
- Location of the City of Mequon east of the Great Lakes Watershed Divide. This location ensures that the City will have access to Lake Michigan water in the future and lessens dependency on other sources of water, such as ground water. The City is also better able to accommodate industries that use large volumes of water than areas that rely on groundwater as their only water source
- Availability of business services
- Consistent population growth
- Highly developed utility infrastructure, including gas and electric lines and the We Energies power plant in the City of Port Washington
- Strong public transportation system including the Ozaukee County Express Bus System, Ozaukee County Shared Ride Taxi System, and Port Washington Transport Shared Ride Taxi System
- Access to transportation and shipping through Mitchell International Airport and the Port of Milwaukee
- Strong regional cooperation and promotion through the Milwaukee 7 economic development initiative

The City of Mequon's perceived weaknesses regarding attracting and retaining desirable businesses and industries include:

- Lack of jobs with pay levels high enough to afford housing in the City
- Lack of affordable workforce housing

- Many educated young people leave the City¹
- Aging of the City workforce population
- Lack of awareness of opportunities including technical education and employment in “trade jobs”
- Lack of workers with skills suited to trade jobs and manufacturing jobs
- High land costs
- High infrastructure costs in communities with large minimum lot sizes
- Lack of venture capital
- Disconnect between the education system and the business sector – students are not necessarily learning the skills required by employers
- Lack of public transportation options
- Over-regulation of businesses
- Residents can be reluctant to change and fearful of new business ideas
- Lack of meeting, convention, and exhibition facilities that operate year-round in the City and County to showcase local businesses
- “NIMBY” (Not In My Back Yard) attitude in some cases

Summary: The City has many positive attributes, or strengths, that may be used to attract target businesses, such as a strong educational system, good healthcare services, good quality of life, location, development incentives and available commercial land, and water resources. The City’s weaknesses for attracting businesses include the lack of workers with skills suited to trade jobs and manufacturing jobs, lack of public transportation options, over-regulation of businesses and the potential decrease in the labor force.

¹ It is perceived that many young educated residents of Ozaukee County and the Milwaukee Metropolitan Area as a whole leave the area for larger regions with greater job opportunities, such as Chicago. According to the 2000 Census, 23.9 percent of Chicago PMSA residents were in the 25 to 29 age group, compared to 21.9 percent in the Milwaukee-Waukesha PMSA.

Desired Businesses

Section 66.1001 of the *Wisconsin Statutes* requires that an assessment of categories or particular types of new businesses and industries desired by the City of Mequon be identified in the economic development element of the comprehensive plan. This section includes a list of businesses and industries the City would like to attract, retain, or expand. The list was developed by the Planning Commission. Economic development inventory data from this chapter, demographic data, housing data, and public input outlined in the City and Ozaukee County public participation plans were also reviewed to identify desirable businesses for attraction, retention, and expansion in the community. Desired business and industries for the City include:

- Biotechnology, including the biomedical technology industry
- Health care, including home healthcare firms and facilities such as RCACs and CBRFs
- Information systems, including software development and data processing
- Communications media, including computer/web-based/electronic and print
- Construction industry
- Entrepreneurial companies and independent businesses led by visionaries that will attract venture capital to the City and produce new ideas in fields such as computer technologies and biotechnology
- Research and development firms
- Manufacturing, including advanced technology manufacturing and niche manufacturing such as the plastics and medical industries and manufacturing that requires high precision and low product volume
- Developers specializing in providing housing for seniors, including senior living arrangements
- Educational institutions
- Educational support services
- Necessity retail, such as grocery stores, in areas of the City that are currently underserved
- Financial services, including financial planning, banking, online support facilities, and processing facilities
- Business incubators that provide shared services for small businesses looking for cost efficient start-up facilities, which may grow into larger businesses and expand in Ozaukee County
- Small businesses and home-based businesses¹
- Niche agriculture, including organic farming; food production for local restaurants, micro-breweries, and other niche marketing; and crop production for the bio-fuel industry
- Dairy farming and other types of agriculture existing in the City
- Additional restaurants, both locally-owned and franchises
- Alternative fuel suppliers

¹ According to the 2000 Census, 3.7 percent of employed County residents worked at home. In 1990 the Census reported that 3.6 percent of residents worked at home.