City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, June 30, 2020
8:00 AM
Teleconference

Minutes

1) Call to Order, Roll Call

Present:
Chair Timothy Carr
Board Member Andrew Petzold
Board Member Daniel Gannon
Board Member Michael Kramer
Board Member Gloria Rosenberg
Board Member Rick Shneyder
Board Member Bruce Sipiora
Alderman Kathleen Schneider
Board Member James Baka **-- Absent**

2) Approval of Meeting Minutes from May 19, 2020

Action
Ms. Rosenberg made a motion to approve the minutes from May 11, 2020.
Mr. Gannon seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT:	**Approved [Unanimous]**
MOVED BY:	Board Member Rosenberg
SECONDED BY:	Board Member Gannon
AYES:	Petzold, Gannon, Kramer, Carr, Rosenberg, Shneyder, Sipiora
ABSENT:	Baka

3) EDB Work Program Priority Review

Ms. Tollefson gave an overview about the work program and explained that after the last meeting the Board was asked to rank the objectives by most importance. She has taken the feedback and updated the work program chart accordingly. At the July meeting she hopes to flush out specific goals within each objective in order to approve a final work program. She included estimated timelines for each objective as well as whether the objective requires a budget request.

Ms. Tollefson talked through each of the 5 objectives selected as most important by the Board:

1. Port Washington Road Commercial Corridor
    - Subcommittee created from Planning Commission to Study entire area including zoning, land use, square footage, market analysis, infrastructure.
    - EDB will provide feedback to Subcommittee going forward.

2. Economic Promotion and Marketing
    - Intern to work on updating the EDB website and convert to brochure

3. East Growth Land Use

4. WEDC Partnership
    - Encourage ongoing dialogue
    - EDB had a speaker in early Spring, another speaker at July meeting is planned
    - Alignment helps further EDB tools and programs

5. Community Outreach
    - Continue to outreach to local businesses
    - Want to enhance partnerships (WDEC, Chamber, city clubs/organizations)
    - Goal to host an event/tour of business facility (1 annual event)

In conclusion, Ms. Tollefson will develop specific goals for each of the 5 highest ranked objectives along with any budgetary requirements and timing. This will be reviewed and implemented if approved at the July meeting.

4) **Viable Land Uses for East Growth (generally the area bound by I-43 to east, Highland Road to south, Oriole Lane/Ulao Creek to west and Pioneer Road to north) Study Area**

Ms. Tollefson explained some of the charts and different scenario maps included in the packet. She talked through some of the issues regarding the infrastructure in the area. She stated that a residential focus group is planned to discuss these issues as well as advise on the marketability and viability for residential housing; what type of housing and under what conditions, in this area. There was discussion among the Board about the various infrastructure conditions and the possible land uses for the corridor.

Board feedback included support for:

- Concentration and flexibility on east side of Port Washington Road.
- Residential on the west side.
- Flexibility and potential new zoning for this corridor to allow for new/different uses that have not been allowed in the city. Set this area about from other areas in the city.
- Market changing and flexibility is needed here for successful land use.

- Desirable area for residential housing.

Ms. Tollefson stated that she will send the Board the alternative land use maps created by staff as well as feedback from the Policy Subcommittee to help the Board draw some conclusions about East Growth land use and recommendations.

5) Staff Updates

Ms. Tollefson stated that Foxtown Ventures has a proposed multi-tenant building on the upcoming July Planning Commission meeting.

Ms. Tollefson stated that she will update the Board on the status of Telesmith at the July meeting.

6) Announcements

The next meeting is Tuesday, July 28th at 8:00 a.m.

7) Adjourn

Action
Mr. Gannon made a motion to adjourn the meeting
Mr. Kramer seconded the motion.
A voice vote was taken; vote passed (6-0)

Respectfully Submitted,

Kim Tollefson