City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, July 23, 2019
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Chairman Carr called the meeting to order at 7:35 am

Present:
Chairman Timothy Carr
Vice Chairman Jonathan Safran
Alderman Kathleen Schneider
Board Member James Baka
Board Member Janette Braverman
Board Member Matson Holbrook
Board Member Gloria Rosenberg
Board Member Bruce Sipiora
Board Member Rick Shneyder **-- Absent**
Alternate Alderman Brian Schneider **-- Excused**

2) Approval of Meeting Minutes from July 23, 2019

Action
Mr. Baka made a motion to approve the minutes from July 23, 2019.
Ms. Rosenberg seconded the motion.
A voice vote was taken, vote passed (8-0)

RESULT:	**Approved [Unanimous]**
MOVED BY:	Baka
SECONDED BY:	Board Member Rosenberg
AYES:	Carr, Safran, Schneider, Baka, Braverman, Holbrook, Rosenberg, Sipiora
ABSENT:	Shneyder

3) Mayor John Wirth

Mayor Wirth stated that he has been meeting with all the commissions, boards and committees to thank everyone for their time in serving the community. He reminded the Board that there were changes to the ordinances a year ago which were intended to ensure all the committees that the chairperson is in charge of the agenda and direction of the board. The committee members should add items to the agenda they feel need to be addressed as well as play an advisory role.

He explained that the Planning Commission formed a policy subcommittee to review various policy objectives; many relate to economic development. He stated that Port Washington Road Corridor as a whole will be reviewed. He feels that this Board could play a role in that process.

He stated that another item to review over the next 6-8 months is the inspection process. This needs to be done in a practical and productive manner. He is hoping for some change in the response, timing and processes especially now that there is additional staff in this department.

The city wide survey results should be available by mid-August. There should be a summary that accompanies the raw data. It will be distributed to all city committees for review.

Mayor Wirth answered that his overall vision of the city includes:

- Variety of residential types
- Widely diverse economic uses
- Vibrant but limited commercial areas
- Maintain rural area - especially north side of the city
- Continuation of what has been and make it better (better commercial areas, better civic campus)
- Keep taxes at a reasonable rate
- Retain character as it has been – not looking for big changes
- The focus is better; not bigger

4) Transportation Meeting Update & Next Steps

Chairman Carr stated that the next meeting is tentatively scheduled for August 15th. There was a meeting with him, Ms. Tollefson, SEWRPC and Lyft. He explained that Lyft is doing a similar operation in other communities and they are completely customable. The businesses would not need to adjust their shift times as Lyft is focused on individual rides and will drop off to any address. Each rider has a card that is swiped and Lyft will bill the businesses monthly. He commented that in addition to the original six businesses that attended the first meeting, an invitation will be sent to all of the businesses located in the Business Park. There has been commitment from representatives at MLG, SEWRPC and Lyft to attend the meeting and help to move the conversation forward.

The Board discussed the importance of being completely prepared for the next meeting with solutions available and that the meeting date will probably need to be pushed back in order to have time to be prepared. Ms. Tollefson stated that she needs time to meet with JP from Lyft to work through additional details, including how the financial component will work in charging the companies as well as to assess what information he needs from the businesses to help formulate routes and potential locations for pick up and drop off. She emphasized that the city's role is in coordinating the various parties and will work to help provide solutions. She commented that there was not strong support from the Board to utilize the RLF money for a onetime expense such as seed money for the transportation program; although the money could possibly be used toward infrastructures such as bus shelters. She reminded the Board that there may be options for grants available from Kathleen Cady-Schilling.

Ms. Tollefson will follow up with phone calls to the original businesses to poll availability for potential dates for the next meeting. It was discussed that GoRiteway should be included in the meeting to openly discuss what each company can offer the businesses. It was agreed amongst the Board that the date needs to be moved back and the importance of the next meeting having tangible steps to move the proposed project forward.

5) Donges Bay & Cedarburg Road Objectives

Ms. Tollefson stated that based on other neighborhood programs she looked at as examples; the opportunities to offer matching grants and incentivize consolidation and redevelopment seem to be on the right track. It is simply a matter of putting together a program with specific objectives and milestones that an applicant would need to meet. The Board was pleased to hear that that there is interest in those properties.

6) Staff Updates

Ms. Tollefson stated that there was a consultation for a hotel at the Planning Commission last night. Her understanding of the consensus from the Commission is that this would be a very tough sell to the Commission and even more difficult to get approved by the Common Council. There does seem to be interest from the community for a new hotel but not in that location.

There was discussion about the Pick ‘n Save building that is sitting vacant. There have been many users who have looked at the location over the years but none have been a fit for differing reasons. They are still paying rent but the owner does not seem motivated to sell. There are still a few years left on their lease.

7) Announcements

The next meeting is August 27, 2019 at 7:30 a.m.

8) Adjourn

Action
Chairman Carr made a motion to adjourn.
Mr. Safran seconded the motion.
A voice vote was taken, vote passed (6-0; Braverman and Holbrook left the meeting earlier)

Respectfully Submitted,

Kim Tollefson