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Department of Community Development

ECONOMIC DEVELOPMENT BOARD

Tuesday, July 25, 2017

7:30 AM

North Conference Room

Agenda

- 1. Call to Order, Roll Call**
- 2. Approval of June 27, 2017 Minutes**
- 3. Business Visitation List & Outreach Program**
- 4. 2035 City of Mequon Strengths & Weaknesses List for Website**
- 5. Announcements**

The next meeting is August 22, 2017 at 7:30 a.m.

- 6. 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 Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: July 25, 2017
SUBJECT: June 24, 2017 Minutes

Attachments:

06.24.17 EDB minutes_DRAFT (DOCX)



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Department of Community Development

Economic Development Board

June 27, 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, Rick Shneyder

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development
Ald. Rob Strzelczyk

2. Approval of Meeting Minutes

a. February 28, 2017

d. April 25, 2017

b. March 28, 2017

e. May 9, 2017

c. April 14, 2017

Ms. Braverman made a motion to approve.

Ms. Rosenberg seconded the motion.

Vote passed, 8-0

Mr. David Hoff from The Hoff Group stated that he is an architect and builder that is interested in building condos in Mequon. He believes that Mequon is a very good market for rural side by side condos. He has a contract to buy the parcel that fronts on Main Street and abuts the city property located at 12431 N. Green Bay Road parcel. It is 7 ½ acres and it has challenges. It does not have water connection, sewer service may not be available and it backs up to high tension wires over an easement area. There are also lower service lines on the property that can be tapped into for service.

He is interested in purchasing the city owned parcel which would add 3.4 acres. It would provide a larger total area for the layout of the development as well as through access from both streets. It will be a total of 24 units.

He admits that it is not the most ideal site but he feels that he will be able to provide an attractive quality productive that is in demand. The units will be about 2,000 s.q. ft, 2-bedroom, 2 ½ bath, 2 car garage with a finished basement and will be priced around \$400,000. He will own the development. This development will be built over a few years. When completed, it should result in a value of \$12M-\$13M.

Ald. Strzelczyk suggested that Mr. Hoff contact the City Forester to review the property to check for specimen trees before any trees on the site be removed.

Action

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

Ms. Rosenberg seconded the motion

Vote passed, 8-0

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

Action

Motion to recommend the sale of the city-owned property located at 12431 N. Green Bay Road subject to conditions.

Action

Mr. Carr made a motion to go back into open session.

Ald. Strzelczyk seconded the motion

Vote passed, 7-0

The rest of the agenda will be bumped to the July meeting:

- Business Outreach
 - 2035 City of Mequon Strengths & Weaknesses List for the Website

6. Announcements

The next meeting will be on July 25, 2017

7. Adjourn

Mr. Carr made a motion to adjourn

Ald. Strzelczyk seconded the motion

Vote passed, 7-0

Meeting adjourned at 9:09 a.m.

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: July 25, 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: July 25, 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.