City of Mequon

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Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Tuesday, July 25, 2017
7:30 AM
North Conference Room

Minutes

1. **Call to Order, Roll Call**

   Present:
   Board Member Rick Shneyder
   Board Member James Baka
   Chair Timothy Carr
   Board Member Gloria Rosenberg
   Board Member Jonathan Safran
   Board Member Bruce Sipiora

   Absent:
   Alderman Robert Strzelczyk
   Board Member Matson Holbrook
   Board Member Janette Braverman

2. **Approval of June 27, 2017 Minutes**

3. **Business Visitation List & Outreach Program**

   Ms. Tollefson stated that the employer list provided in the packet is the largest employers and the Board expressed an interest in expanding the list to include different sectors (industrial, retail, service and businesses going through a transition or expansion).

   Mr. Safran suggested checking in with the Chamber of Commerce to get a sense of any businesses that have any or that are going through changes.

   Mr. Sipiora suggested contacting the WEDC as they may have established templates for doing outreach. He stated they may also be a first contact for businesses looking to be in Wisconsin.

   Ms. Tollefson stated that Mequon has a few of its own tools for businesses (TIF district and the revolving loan), but she suggested a 1 page document that could list all the programs available with names and contacts at all levels: local, state and county. She will reach out to Kathleen Shilling to continue to the conversation and to connect with WEDC.

Mr. Sipiora stated that the businesses could be placed into two or three categories based on urgency and then the lists could be worked through. He stated that he feels that the retail and industrial businesses are most critical and the educational and medical businesses are less urgent.

Chairman Carr stated that he feels that the big employers like Rockwell are the most important to him. He does not want to lose any of the big anchor businesses in town.

The conversation continued about what should be included in the outreach packet. The Board feels that the face to face meetings and the relationship building is very important. There is still work to be done before the outreach starts; organize the teams and the packet. Ms. Tollefson suggested that the Board pick 6 businesses that would be targeted to be visited before the end of the year. Chairman Carr suggested that a Board member could stop by the lower priority businesses to drop off the packet and just get a sense if there are any issues that need addressing. Mr. Sipiora suggested doing 2 visits a day due to the team being together and the time set aside. Ms. Tollefson suggested submitting the 1 page of questions to the businesses prior to the meeting so that they can be thoughtful about their answers.

Ms. Tollefson suggested the “welcome packet” also be available for all new businesses coming into the City and mentioned that there are some costs associated with printing that would need to be considered in the 2018 budget. Chairman Carr asked if something could be available to view at the next meeting. Ms. Tollefson answered that the contacts and elements could be created and then it would be reviewed by the Board before it would be printed. Mr. Sipiora suggested that a graphic artist help with the project to ensure quality.

Mr. Shneyder suggested that a screening process be put in place to help prioritize the outreach visits. He suggested sending out the digital welcome package to many businesses and getting feedback from the businesses about their desire to meet with city staff. This would help with efficiency and it would help discern which businesses want to meet one on one or be invited to an EDB meeting for feedback as a group. The Board all voiced favorable response to this process. He stated that it needs to be sent personally and not appear generic. Ms. Tollefson suggested sending the welcome packet out by sectors (retail, industrial, etc.) so that small focus groups could be created if needed. Mr. Sipiora stated there are some of the bigger employers that need to be reached out to individually. Mr. Shneyder stated that the call would be a follow up to the packet sent instead of a “cold call” which is much easier for everyone. The email blasts would be targeted for 2018. The top 5 or 6 targeted businesses would be met with by the end of the year.

2017 targeted businesses: Rockwell, The Pavilions, former Pick n Save (Kroeger), GenMet, Concordia University.

Chairman Carr volunteered to reach out to the Chamber to get the most comprehensive list of employers in Mequon.

Ms. Tollefson stated that she will draft an email of the outreach letter, provide the list to the Board of the suggested target businesses and she will also put together the contact information as well as a calendar of suggested lists and times for outreach meetings. She asked the Board to vet through the list of questions that would be presented to the businesses for the next meeting.

4. **2035 City of Mequon Strengths & Weaknesses List for Website**

At the previous meeting that the website was discussed, the Board discussed listing the strengths of the City on the new website. As part of the Comp Plan (2009-2010) the strengths, weaknesses and the types of desired businesses were decided at the time. These pages were included in the Board packet for review. Ms. Tollefson asked for feedback so that the most important strengths can be included on the new website.

Ms. Rosenberg suggested combining some of the separate points. Ms. Tollefson suggested providing a statistic following each strength that will be listed. She asked each Board member to send her their ranking of the top 5 strengths that would like to have listed. They will be listed by most relevant.

5. **Announcements**

Chairman Carr asked about the Hoff Group proposal that went before the Common Council.

Ms. Tollefson answered that she had the final appraisal and that she was able to pass it on to the Common Council. She stated Mr. Hoff wanted to debate a few items on the appraisal report but that he was willing to accept the recommendation from the EDB. Ms. Tollefson met with a water utility representative that provided her with two public bid documents from water extension projects that occurred in 2017. The estimate that the developer got was from late spring, which is a time when all the contractors have already booked their time for the rest of the construction season. The prices were probably higher due to the contractors already being booked. The bids from two public water main extension projects done nearby were considerable less per linear foot. If the developer asks for deferral not to hook up to public water, he will most likely be denied. If there continues to be a debate about the cost of expansion, the Water Utility and Public Works Department is prepared to offer to the Common Council that they can do it at a much lower cost. They will offer the developer to do the construction and manage the project themselves. The contract is signed and he is on the Planning Commission August agenda for a rezoning recommendation (needs to be multi-family zoning from single family zoning).

Ms. Tollefson stated that Foxtown Ventures is on the August Planning Commission agenda for a consultation on their proposed mixed use project on 17 acres in Town Center, to be constructed on medium to high priority redevelopment sites. The projected value is $50M. They are asking for a TIF incentive and the TIF project plan would need to be modified in order to allow for the incentive.

Ms. Tollefson answered that Spur 16 is moving forward and is scheduled to break ground this fall. They are scheduled to go forward with the commercial buildings (proposed businesses: a restaurant, public market and physical therapy).

Ms. Tollefson answered that regarding the Logemann site, staff has had conversations with the prospective restaurant owner about the site plan, parking and access issues while waiting for the parking analysis to come back. From an operational and financial stand point, staff is trying to establish the minimum number of parking spaces that are needed. The developer has given staff a number and staff is now trying to reconfigure the entire parking lot to create maximization, efficiency of the parking, pedestrian connections and make some beautification modifications. Staff feels they can provide the number the developer says he needs within immediate proximity to the restaurant; and this will dictate what would be sold to them and what will be retained by the City. The remainder would be public, city-owned parking. The number is still deficient from a zoning code standpoint. If the developer continues to go forward, the Planning Commission will need to decide whether to approve a site plan that is lacking in parking.

6. Adjourn

Respectfully Submitted,

Robin Buzzell