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www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, July 28, 2020

8:00 AM

Teleconference

AGENDA

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may join the meeting online or by phone. Please go to <https://global.gotomeeting.com/join/156685141> to join the meeting online or call into the meeting by dialing 1.877.309.2073 and enter access 156-685-141

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Department of Community Development at least 2 hours prior to the meeting by email at DCD1@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to Robin Buzzell at rbuzzell@ci.mequon.wi.us or by leaving a message at 262.236.2902 no later than 2 hours prior to the meeting.

- 1. Call to Order, Roll Call**
- 2. Approval of minutes from June 30, 2020**
- 3. Guest Speaker Jim Paetsch/ Vice President from Milwaukee 7, the Regional Economic Development Entity for Southeastern Wisconsin**
- 4. 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) **Concept Land Use Plan**
Discuss and recommend
- 5. EDB Work Program Priority Review**
Discuss and recommend
- 6. Staff Updates**

7. Announcements

*The next meeting is Tuesday, **September 22, 2020** at 8:00 a.m.*

8. Adjourn

Dated: July 23, 2020

/s/ Tim 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.
Any questions regarding this agenda may be directed to the Dept. of Community Development office at 262-236-2903, Monday through Friday, 8:00 a.m. – 4:30 p.m.*



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ECONOMIC DEVELOPMENT BOARD

Tuesday, June 30, 2020

8:00 AM

North Conference Room

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



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: July 28, 2020
SUBJECT: Guest Speaker Jim Paetsch/Vice President Milwaukee 7

Background:

The following is some materials from the M7 website. Please explore additional information in advance of our opportunity to discuss common goals with our M7 guest speaker, Jim Paetsch. The M7 website is mke7.com

Please be prepared to focus how our objectives can align with M7 to achieve greater promotion and focus of our community.

Speaker Jim Paetsch:

Jim Paetsch is Vice President of the Milwaukee 7, the regional economic development entity for southeastern Wisconsin, and oversees the organization's corporate attraction, expansion and retention activities. Jim works directly with companies looking to create jobs and invest capital in the region. Since its inception in 2005, the Milwaukee 7 has worked with its regional and state partners to successfully close 105 corporate expansion/attraction deals. Collectively, these projects account for more than 22,000 jobs and \$3 billion of capital investment. Recent project wins include Japanese mining equipment manufacturer Komatsu, Brookfield manufacturer Milwaukee Tool, and German gummy bear producer Haribo. Jim holds master's degrees from Northwestern University and UW-Milwaukee. He serves on the board of Literacy Services of Wisconsin.

Attachments:

M7 (PDF)

M7

Nine Strategies to Move the Region Forward

Reflecting the assets, challenges and opportunities revealed in the market analysis and business planning process of the Milwaukee 7's regional plan, an integrated set of nine strategies have been developed to move the Milwaukee region forward on the path to new-economy growth.

Each strategy is designed to increase the productivity of local firms by leveraging the region's unique strengths, taking advantage of its emerging opportunities and addressing its most critical challenges. These strategies are deliberately crafted to cut across market levers and be mutually reinforcing: through coordinated implementation, their impact will be enhanced. Together they build upon current assets and momentum to enable the Milwaukee region to realize its potential to become a leading place to do business in the next economy, and a thriving, prosperous and dynamic region.

Strategy 1: Become a leading innovator, producer and exporter of products and services related to **ENERGY, POWER & CONTROLS**

Strategy 2: Become a global hub for innovation and start-up activity in **WATER TECHNOLOGY**

Strategy 3: Leverage the region's geographic, supply chain and human capital advantages to grow the **FOOD & BEVERAGE CLUSTER**

Strategy 4: Enhance the **EXPORT CAPACITY AND CAPABILITY** of the region's firms, focusing on small- and medium-sized enterprises

Strategy 5: Align **WORKFORCE DEVELOPMENT** with growth opportunities in targeted, high-potential industry clusters

Strategy 6: Foster a dynamic, richly networked **INNOVATION and ENTREPRENEURSHIP ECOSYSTEM**

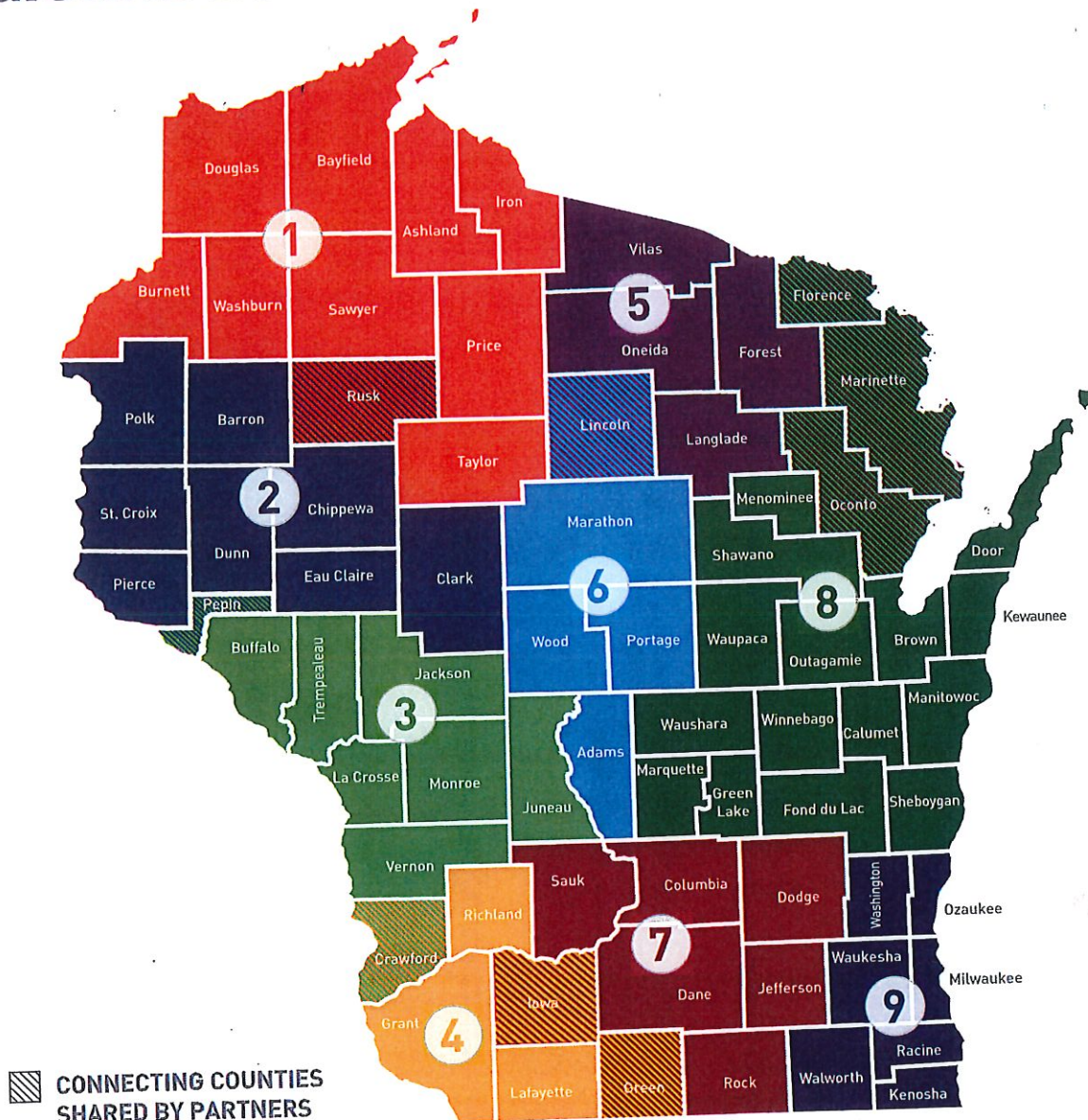
Strategy 7: Catalyze **“ECONOMIC PLACE-MAKING”** in the region’s core cities and strategic locations throughout the region

Strategy 8: Modernize **REGIONAL INFRASTRUCTURE** to enhance efficiency, cost-effectiveness and connectivity

Strategy 9: Enhance **INTER-JURISDICTIONAL COOPERATION** and **COLLABORATION** for economic growth

WISCONSIN

REGIONAL ECONOMIC DEVELOPMENT PARTNERS



 **CONNECTING COUNTIES
SHARED BY PARTNERS**

1 VISIONS NORTHWEST
Sheldon Johnson
Executive Director
715.635.2197
sjohnson@nwrpc.com

2 MOMENTUM WEST
Steve Jahn
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3 7 RIVERS ALLIANCE
Chris Hardie, CEO
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4 PROSPERITY SOUTHWEST
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5 GROW NORTH
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6 CENTERGY
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**7 MADISON REGION ECONOMIC
PARTNERSHIP**
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ABOUT M7

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M7 COUNCIL

REGIONAL ECONOMIC DEVELOPMENT ADVISORY COUNCIL

The Milwaukee 7 Regional Economic Development Advisory Council provides strategic direction and regional representation for the economic development campaign and its initiatives.

The Council holds regular meetings to advance the organization's agenda and provide progress updates on current initiatives. Meeting locations rotate around the region's seven counties.

A historically significant advancement for the Milwaukee 7 was a signing of the group's "Code of Ethics." On November 29, 2006, a representative from each county and the Milwaukee 7 co-chairs signed this document that details the spirit of cooperation among the seven counties as they approach business prospects.

With this document, these representatives agreed to an inherent level of trust in the integrity of one another. Milwaukee 7 is founded on the importance of respect and trust amongst its members, working as one region to leverage our assets to sell the seven-county region globally.

MILWAUKEE 7 COUNCIL MEMBERS

CO-CHAIRS

Gale Klappa
Chairman/CEO

ABOUT M7

Community Catalyst Program

Economic Development Plan

Investors

M7 Council

M7 2015 Campaign Report

M7 Staff

Investing in Manufacturing
Communities Partnership

Federal Economic Development
Resources

Marketing Materials

Resource Center

Foxconn Project

WEC Energy Group
Greg Marcus President & CEO The Marcus Corporation
Mayor Tom Barrett City of Milwaukee
County Executive Paul Farrow Waukesha County

AT LARGE	
Linda Benfield Managing Partner Foley & Lardner	Barry Mandel President Mandel Group
Richard Bliss President Godfrey & Kahn, S.C.	Amy Marshall Milwaukee Metro Market Manager ManpowerGroup
Jeff De Vor Infrastructure Solutions Trane Building Advantage	Jeri Meyers Executive VP of Sales QPS Employment Group
Jill Didier VP Business Development Miron Construction	Mark Mone Chancellor UW-Milwaukee
Chris Goller Regional President PNC Bank	David Neville CEO Beer Capitol Distributing Co.
Richard Graber President/CEO Lynde & Harry Bradley Foundation	Jim Olson Director of Business Development Consolidated Construction Company
Kelly Grebe Chief Legal & Corporate Services Officer MillerCoors	Marc Pressler Senior Vice President Associated Bank
Brian Grossman Region Manager, Middle Market Banking W/1 JPMorgan Chase	Ajita Rajendra CEO A. O. Smith Corp.
Melissa Hughes CEO/Secretary Wisconsin Economic Development Corp.	Jim Rossmelssl Sr Exec VP, Chief Marketing Officer The Boldt Company
Mary Isbister President GenMet	John Schlifske Chairman/CEO Northwestern Mutual
Cathy Jacobson President/CEO Froedtert Health	Maria Schuld Group Executive FIS Global
Tom Jacobson WCMP Board Chair Bruno Independent Living Aids	Andrew Slocum Senior Vice President Bank of America Merrill Lynch
John Kissinger President GRAEF	Mary Ellen Stanek Managing Director Robert W. Baird
John Koetz President Surface Mining Komatsu	Rich Tennessen President Eppstein Uhen Architects
Matthew Levatich President/CEO Harley-Davidson	Todd Teske Chairman Briggs & Stratton Corp.
Mike Lovell President Marquette University	Jeffrey Ticknor Senior Vice President BMO Harris Bank
Vincent Lyles System VP, Community Relations Advocate Aurora Health Care	Peggy Troy President/CEO Children's Hospital of Wisconsin
Jay Mack President/CEO Town Bank/Wintrust	Lyman Tschanz VP, Manufacturing Rockwell Automation

KENOSHA COUNTY	
Jim Kreuser County Executive Kenosha County	Deborah Ford Chancellor University of Wisconsin-Parkside
Todd Battle President Kenosha Area Business Alliance	

MILWAUKEE COUNTY

Chris Abele
County Executive
Milwaukee County

James Aaron Hertzberg
Economic Development Director
Milwaukee County

Ashanti Hamilton
Common Council President
City of Milwaukee

Theodore Lipscomb
Chairman
Milwaukee County Board

OZAUKEE COUNTY

Jennifer Rothstein
Supervisor
Ozaukee County Board

Kathleen Cady Schilling
Executive Director
Ozaukee Economic Development

Jason Dzwiniel
County Administrator
Ozaukee County

Carol Schneider
CEO
SEEK, Inc.

RACINE COUNTY

Jonathan Delagrave
County Executive
Racine County

Jenny Trick
Executive Director
Racine Co. Economic Development Corp.

WALWORTH COUNTY

Nancy Russell
Chair
Walworth County Board

Derek D'Auria
Executive Director
Walworth Co. Economic Dev't Alliance

Dave Brett
County Administrator
Walworth County

WASHINGTON COUNTY

Joshua Schoemann
County Administrator
Washington County

Christian Tscheschlok
Executive Director
Economic Development Washington Co.

WAUKESHA COUNTY

Paul Farrow
County Executive
Waukesha County

Suzanne Kelley
President
Waukesha County Business Alliance

Dale Shaver
Director Dept of Parks and Land Use
Waukesha County

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(414) 271-7753 Email Website by Accrisoft

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: July 28, 2020
SUBJECT: 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) Concept Land Use Plan

Background:

As part of the Board's work program, the East Growth neighborhood will be assessed for viable land uses. Since the Board's last meeting, the Policy Subcommittee and the Common Council made recommendations for concept land uses and public utilities. For a summary and update on the recommendations, please use the following resources:

- Planning Commission Policy Subcommittee Packet from 07.13.2020 found here: [Policy Packet 07.13.2020](#)
- Common Council Power Point presentation by staff dated 07.14.20 (attached).
- Recording of the Common Council Meeting dated 07.14.20
[Common Council Recording 06.14.2020](#)

Analysis:

At this time, it would critical for the Board to provide any insight regarding the recommendations made by the Planning Commission Policy Subcommittee. Staff will begin the detailed work to create new zoning districts, meet individually with affected property owners, begin the necessary policy discussions for extension of public water and the creation of a master open space plan with an associated impact fee.

Attachments:

Power Point East Growth CC 07.14.20 (PDF)

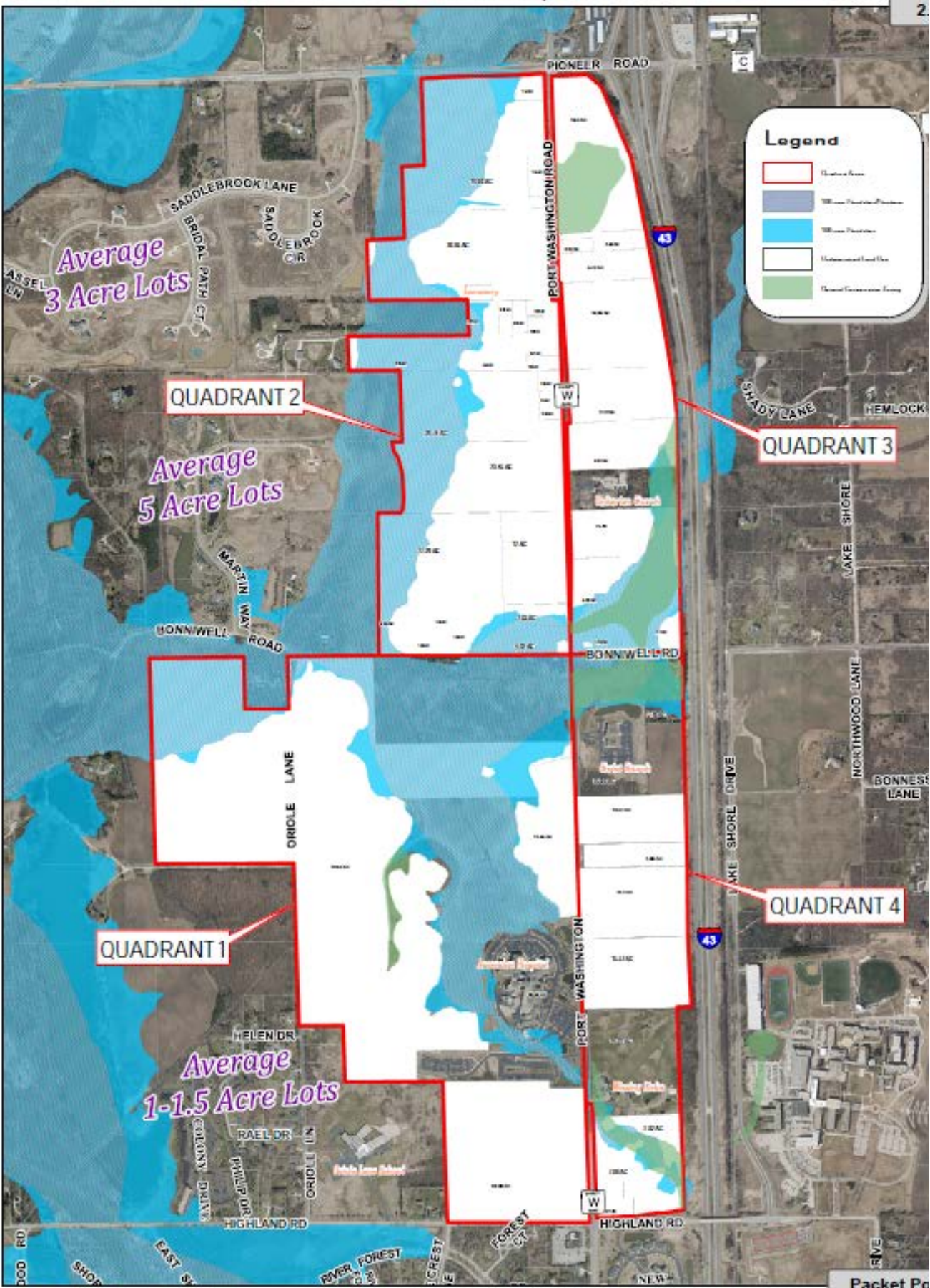
East Growth Land Use Planning

- Priority Policy Work
- 30 year Planning Outlook
- Significant Assessment of Available Data
- Commitment to Public & Professional Input
- Outcomes Driven by Community Character

City Has Significant Choice

Common Council Input Critical

East Growth Study Area



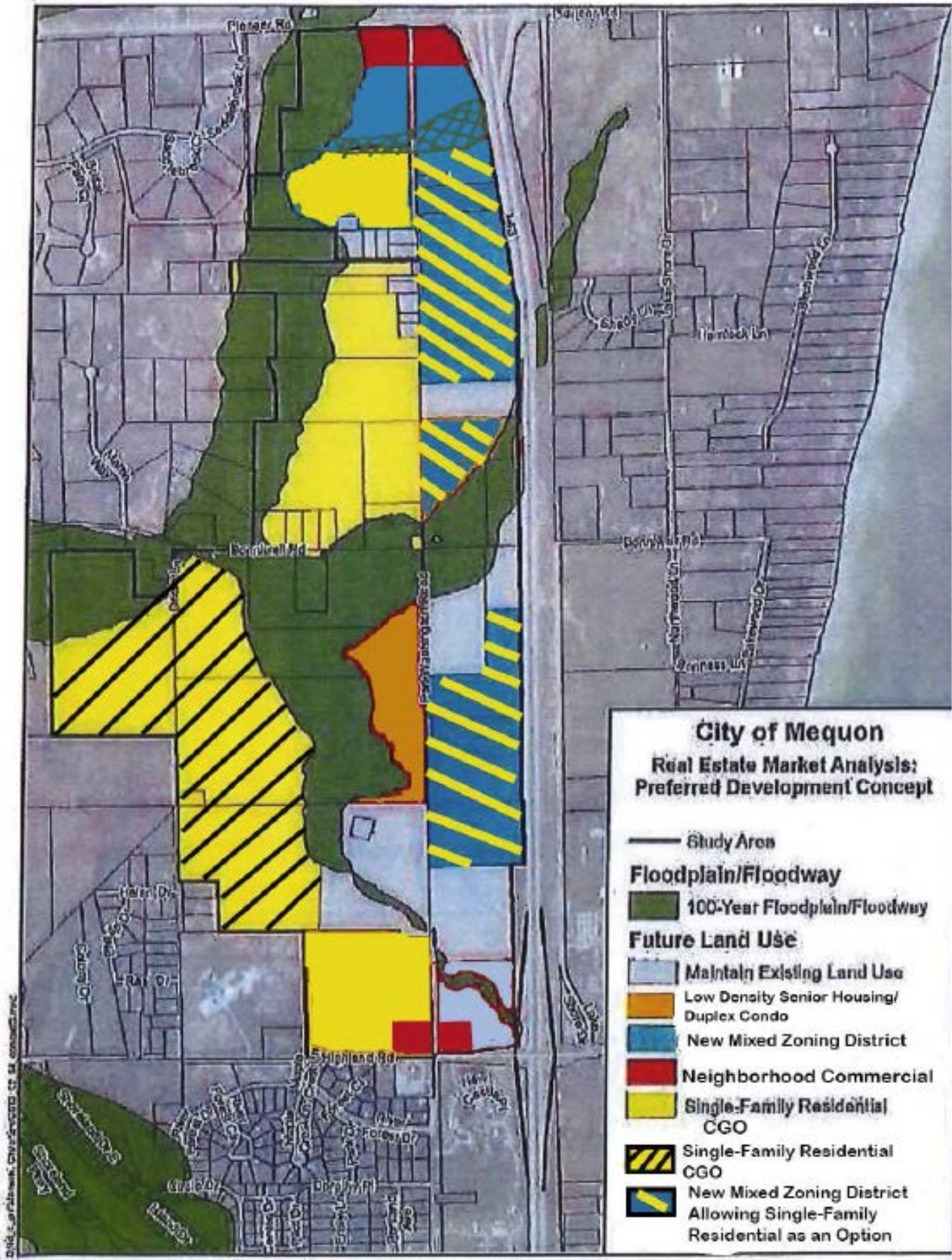
Attachment: Power Point East Growth CC 07.14.20 (5356 : East Growth Concept Land Use Plan)
Attachment: Pack - East Growth (5224 : Viable Land Use Selection Workshop)

Policy Committee Work

- Community Surveys: 2013 & 2019
- 2013 East Growth Neighborhood Plan
- 2013 East Growth Market Analysis
- 2013 Land Use Scenarios & Impacts
- Neighborhood Open House Results: 2019
- MLS data of Port Washington Road, Mequon & Region
- Current Supply of Land Uses within Commercial Corridor
- TID areas within Commercial Corridor
- Sites Likely to Redevelop or Reinvest within Commercial Corridor
- Phased In & Build Out Scenarios of Public Utility Extension
- Economic Impact of Public v Private Utility Systems
- Land Acquisition Costs
- Daily Trip Generation Scenarios
- I-43 Reconstruction and Interchange
- Focus Group Consisting of Residential Development Leaders

Committee's Observations: MAP

Map 0.1: Future Development Concept



Attachment: Power Point East Growth CC 07.14.20 (5356 : East Growth Concept Land Use Plan)

Use	Acres	Square Footage	Units	Trips/1,000 sf or Trips/unit	Trips Generated
Single Family: 1 Acre	181		181	9.57	1,732.17
Single Family: 3/4 Acre	195		260	9.57	2,488.2
IPS	10	175,000		44.32	7,756
Neighborhood Commercial	11	200,000		11.42	2,284
Mixed Commercial	116	2.0M		11.42	22,840
TOTAL		2,375,000	441		37,100.37

Policy Committee Recommendations July 13th 2020

- Recommends Concept Land Use Plan Map
- Utilize Private Septic for Disposal
- Expand Public Water*
- Allow $\frac{3}{4}$ Acre – 1 Acre Single-Family Density
- Encourage Cluster / Conservation Subdivision Designs
- Plan for an Integrated Network of Open Space*
- Limited Neighborhood Scaled Commercial Use at Gateway Locations
- Allow a Mix of Low Intensity Business Use, Senior Housing & S.F. Residential
- Maintain Existing Land Uses through Appropriate & Revised Zoning

Next Steps

- Develop Zoning Regulations
- Architectural & Site Design Standards
- Address Policy and Agency Approval for Public Water Expansion
- Develop Neighborhood Open Space Plan & Impact Fee
- Meet with Property Owners
- Forward Recommendations to Planning Commission
- Forward Recommendations to Common Council



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: July 28, 2020
SUBJECT: EDB Work Program Priority Review

Background:

The following work program is the result of the Board's objectives for the next three years. In what remains of 2020 and efforts for 2021, the following will be the targeted focus by the Board:

- Promotion and Marketing
- East Growth
- Port Washington Road
Community Surveys and TID assessments will fall under the category of Port Washington Road
- Community and Economic Agency Partnerships

Please keep the work program chart readily available during our Board meetings.

Attachments:

Work Program_Ranking 07.28.20 (XLSX)

Economic Development Board: Work Program 2020-2023

<u>Priority Ranking</u>	<u>Objective #</u>	<u>Description</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Budget Request</u>	<u>Staff Comment</u>
	1	Economic Promotion & Marketing						Significant enhancements to city tools, programs and effort. These programs, success stories should be highlighted on web and in hard copy for distribution
		a. Website Improvement	X				Yes	CUW opportunity Article Issued
		b. Brouchure		X				
		c. Summer Intern	X					
		d. Business in Focus						
	2	Community Survey(s)						Two surveys issued that result in potential program creation. These have yet to be evaluted and recommended
		a. 2019		X	X		Yes	
		b. 2013		X	X			
	3	DCD RFP						A RFP was issued for DCD technology, efficiency and staffing. Submissions are due late May 2020
	4	Community Outreach						Partnership Oppportunitites Exist and should be explored related to other work program objectives
		a. Community Partners (WEDC, Chamber, OZ Co, CUW, UW-Ext MATC, MT School District, Clubs)		X	X	X	Yes Yes	
		b. Host 1 Annual Event		X	X	X		
		c. Focus Groups						
	5	Economic Summit						Through UW-Madison the City is co-sponsoring an economic development summit with other Oz / Wash Co. partners. Originally sceheduled for June with primary and secondary topics of interest
	6	Port Washington Road		X				PC Policy Subcommittee Land Use Discussion needs support by EDB
	7	East Growth Land Use	X					PC Policy Subcommittee Land Use Discussion needs support by EDB
	8	TC Strategy					Yes	The Town Center is achieving its planning, economic and financial goals. Objectives remain and there is an expenditure deadline of April 2023 with a district closure of 2028. Priorization of remaining goals reuires EDB input
	9	WEDC Partnership	X	X				EDB has had 1 of 2 meetings with WEDC to assess alignment of business development and tools/programs
	10	Neighborhood Strategy			X	X	Yes	Staff recommends the development of 3-4 nighborhood economic development strategic plans. Neighborhoods include East Growth, PW Road, Donges Bay/Cedarburg Road, TC, Friedstadt, Hwy 57 North of Bonniwell
	11	TIF #4 & TIF #5		X				Evaluation of districts and possible amendments
	12	RLF / Emergency Loans			X	X	Yes	Leveraage RLF for neighborhood strategic plans