City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, July 28, 2020
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

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

Other Attendees:
Kathleen Cady-Schilling, OED
Mayor Wirth

2) Approval of Meeting Minutes

Action
Mr. Kramer made a motion to approve the minutes from June 30, 2020.
Mr. Gannon seconded the motion.
A voice vote was taken; vote passed (7-0)

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

3) Guest Speaker Jim Paetsch/Vice President Milwaukee 7

Dir. Tollefson explained that as part of the Board's outreach and partnership efforts, which are a part of the work program, the Board is trying to have a better understanding of our regional economic development partners, their programs and objectives. The City's goal is better alignment of existing programs, expand city programs and/or generate new concepts on how city tools can work simultaneously with the tools and programs of these regional entities.

She introduced the guest speaker Jim Paetsch, Vice President from Milwaukee 7, for the Regional Economic Development Entity for Southeastern Wisconsin.

Mr. Paetsch talked through a slide show presentation on ways that M-7 positions this region to attract corporate investment.

The three main topics included:

1. Information about M7
    - 103 Projects
    - 21,842 Jobs created
    - $1.25 Billion payroll in the region
    - $2.9 Billion Investment
      **these numbers do not include the FoxConn Project*
2. Recent Wins/Success Stories
3. Attraction/Expansion Process

M-7 Toolbox includes:

- Real estate
- Incentives
- Supply chain
- Tax analysis
- Logistics
- University/tech school intros
- Advisor recommendations
- Potential customer intros
- Expat visas
- Quality of life

The Board had the opportunity to ask questions and further discuss the processes and projects that M-7 has worked on over the past several years. The Board wants to compile program materials to send to M-7 and WEDC. In addition, the Board will develop options for alignment of program tools and revisit options with both M-7 and WEDC.

Kathleen Cady-Schilling stated that the Ozaukee Development Board is hosting their annual meeting on August 26th at Shully's. The event will be held outside, masks are mandatory and there is limited attendance.

4) East Growth Concept Land Use Plan

1. 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

Dir. Tollefson stated that the Policy Subcommittee has drawn some initial concept conclusions about land use for this area. Since the policy subcommittee meeting discussion and the Common Council having vetted through the information, she wanted to supplement the Board with some additional information in an effort to provide a sense of direction the conversation is headed. She asked the Board to speak up if there are any red flags at this point or anything that they want to discuss further. The next steps are to develop specific use, design and technical standards for the zoning categories. Then she will meet one-on-one with the property owners that would potentially have a zoning change to their property so that they understand the impacts of the zoning change. Then the policy subcommittee will finalize the zoning recommendations for action by the Common Council.

When questioned, Mayor Wirth answered that his impression was that the Common Council was mostly supportive of the recommendations thus far. He explained that the overall focus is to allow for uses north of Highland Road along N. Port Washington Road that are not currently allowed south of Highland Road, to create a different zoning district there with different uses than currently exist.

Ald. Schneider commented that she feels that this area needs to be able to offer more incentives and tools to encourage redevelopment. Mr. Petzold commented that he believes the entire span of Port Washington Road should be studied and should not be isolated into small sections. He also believes too many exceptions are approved and that this is a dangerous strategy. He believes the best opportunity for residential zoning is this study area. He thinks this is an ideal time for redevelopment on Port Washington Road. He also supports accommodating uses here that are not currently allowed in the existing zoning districts.

Dir. Tollefson stated that staff is not enthusiastic about a great deal of more office development north of Highland Road as there is opportunity to leverage redevelopment of existing office spaces and office zoning south of Highland Road as well as in other districts throughout the city. She emphasized that it is important to offer tools to help supplement redevelopment, other than just through zoning, to encourage and achieve redevelopment of existing office spaces.

Mayor Wirth stated that at the July 27th Planning Commission meeting, the Commission recommended to the Common Council that 4.2 acres of the northwest corner parcel of Highland Road and Mequon Road be rezoned for a 30,000 sq. ft. medical office building. He stated that he did not vote for this as there was not a plan that accompanied the rezoning request nor acknowledgment that the remainder of the site would be zoned residential. It also exceeds the Neighborhood Commercial 20,000 sq. ft. building requirement and he feels that this approval moves in a direction that may not be intended.

There was conversation regarding the proposed master plan for outdoor amenities for a network of open space areas (community pedestrian and bike paths). There could be park impact fees that would allow for these amenities. This may help to provide an attractive buffer along I-43 as well.

Chairman Carr concluded that the Board is supportive of all the work being done of this area and is available to be involved as needed going forward.

5) EDB Work Program Priority Review

Dir. Tollefson stated that this is the final version of the work program chart for final approval. It is a summary of the objectives and prioritizations identified by the Board at the previous two meetings and it also provides a timeline to begin working through some of the items.

The Board approved the work program chart.

6) Staff Updates

Dir. Tollefson stated that Foxtown received approval for building D as the next step of the redevelopment. The building fronts Mequon Road, and fronts along the interurban trail and will house a beer hall, some outdoor entertainment and gathering spaces.

7) Announcements

The next meeting will be Tuesday, September 22nd at 8:00 a.m.

8) Adjourn

Motion
Mr. Gannon made a motion to adjourn the meeting.
Ald. Schneider seconded the meeting.
A voice vote was taken; vote passed (7-0)

Respectfully Submitted,

Kim Tollefson