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Department of Community Development

ECONOMIC DEVELOPMENT BOARD

Tuesday, August 22, 2017

7:30 AM

North Conference Room

Agenda

- 1. Call to Order, Roll Call**
- 2. Approval of Meeting Minutes from July 25, 2017**
- 3. Website Workshop: New Economic Development Section**
Discussion & Direction
- 4. Announcements**
The next meeting is September 26, 2017 at 7:30 a.m.
- 5. Adjourn**

Dated: **August 18, 2017**

/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 262-236-2903, Monday through Friday, 8:00 AM – 4:30 PM



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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.

Attachment: 07.25.17 EDB Minutes (2581 : Approval of Minutes)

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

Attachment: 07.25.17 EDB Minutes (2581 : Approval of Minutes)

TO: Economic Development Board
FROM: Justin Schoenemann, Assistant City Administrator
DATE: August 22, 2017
SUBJECT: Website Workshop: Economic Development Section

Background

On April 24 the Economic Development Board devoted a significant portion of their meeting to discussing ideas and content development for the new economic development section of the redesigned website. Assistant City Administrator Justin Schoenemann presented and provided information on examples of key elements, components, and potential website features. The April 24 website workshop's discussion developed a long list of ideas and new content.

Analysis

Since the Economic Development Board's April meeting, staff and Aha Consulting have been and continue to work towards completing the redesigned website by the end of this month. In accordance with the direction provided by the Economic Development Board and the website project's implementation schedule, Assistant City Administrator Justin Schoenemann prepared to provide a preview of the new economic development section of the City's website and gather addition feedback from board members to fine tune the new section before the website's launch date.

Conclusion

To accomplish this, staff proposes that the Board walk through the economic development section of the website, review the general structure of the new section, and preview some of the new key features. The following steps are proposed to complete these goals:

1. Review the landing page
2. Review the menu layout & graphic links
3. Review the general page structure & key features
4. Review the staff and board contact section

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.