City of Mequon

11333 N. Cedarburg Road
Mequon, WI 53092
Phone:262-236-2903
Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD
Tuesday, September 24, 2019
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Chairman Carr called the meeting to order at 7:30 a.m.

Present:
Chairman Timothy Carr
Alderman Kathleen Schneider
Board Member Matson Holbrook
Board Member Gloria Rosenberg
Board Member Rick Shneyder
Vice Chairman Jonathan Safran **-- Absent**
Board Member James Baka **-- Absent**
Board Member Janette Braverman **-- Absent**
Board Member Bruce Sipiora **-- Absent**

2) Approval of Meeting Minutes from August 27, 2019

Action
Ald. Schneider made a motion to approve the July 22, 2019 minutes.
Ms. Rosenberg seconded the motion.
A voice vote was taken; vote passed (5-0)

MOVED BY:	Alderman Schneider
SECONDED BY:	Board member Rosenberg
RESULT:	Approved [Unanimous]
AYES:	Carr, Schneider, Holbrook, Rosenberg, Shneyder
ABSENT:	Safran, Baka, Braverman, Sipiora

3) Update on Transportation Workshop Meeting 09.12.19

Chairman Carr stated that at the transportation workshop Lyft and SEWPRC each gave presentations. A representative from Rockwell Automation was present and she indicated an interest in pursuing this opportunity and offered that Rockwell would be a great company for a pilot program.

Chairman Carr, Alderman Schneider and Ms. Tollefson, who were present at the workshop, explained the presentations given at the workshop by city staff, SEWRPC and Lyft. It was mentioned that Rockwell would be a great candidate for either the Lyft or GoRiteway rideshare programs. Staff offered for transportation companies to make their presentations to Rockwell and decide if/how to partner in greater detail. The Board was supportive of this process and also that Rockwell would be an ideal company to test a pilot program based on their number of employees. This would then be a local case study to showcase to other businesses in the City. There is some interest from smaller businesses that would need to piggyback onto an established program.

Ms. Tollefson stated that she had sent personal thank you letters to all the attendees. Links to the presentations given were included with a follow up letter that was sent to all the businesses (40+) invited to the workshop. A self-addresses return postcard to indicate their level of interest in participating in the transportation program was sent as well. She reminded the Board that this is not a push from the City but rather an offer of some solutions for cost savings opportunities to transportation challenges communicated from the businesses during outreach visits last year. She offered that the Board could chose to use some of the RLF money as seed money to help fund a pilot program. She also discussed some grants that may be available (matching funds necessary).

The Board will be updated as follow up continues.

4) Staff Updates

Ms. Tollefson stated that staff has met regularly with a potential developer for the northwest corner of Highland and Port Washington Roads. They have discussed the zoning, permitted uses and infrastructure which include access to both sewer and public water. The parcel is currently zoned single-family residential. The potential developer, Project 4, held an open house and invited residents from quite a distance from the site. They have hired a PR firm and have gone door to door seeking feedback on their proposed development. The feedback has been varied but mostly supportive. The Mayor has stated that he does not want to take action on any developments on this site until the Policy Subcommittee completes their work related to the East Growth Area and the Port Washington Corridor. She stated that this may be a little contradictory from a timing standpoint and the applicant may be a little concerned after the feedback results from the city survey. But, there has been public support to a degree and they may continue to move forward with their proposal.

Ms. Tollefson explained that the next Policy Subcommittee meeting will discuss how to structure the open house that will be held in an effort to get factual information out to the public. Staff will offer individual meetings to property owners in addition the open house in November. This timing will provide the Planning Commission and Common Council to receive an update at their December meetings, a round of decision making and then back out to the public in late January with some alternatives or recommendations. This is a time consuming process, but there is merit to engaging the general public and the affected property owners.

Ms. Tollefson discussed some of the challenges and impacts to the area and Port Washington Road based on different types of development scenarios and uses on that parcel.

Ms. Tollefson reported that the Foxtown Brewery is moving through the inspections process. They will be hosting a number of soft openings and they are aiming to be fully operational and open to the public by mid-November.

Ms. Tollefson asked the Board to think about what items that would like to work on. She suggested that the Board review the city survey results relating to an economic basis which may generate some ideas for the Board.

5) Announcements

The next meeting is October 22, 2019 at 7:30 a.m.

6) Adjourn

Action
Ms. Rosenberg made a motion to adjourn the meeting.
Ald. Schneider seconded the motion.
A voice vote was taken; vote passed (5-0)

The meeting concluded at 8:50 a.m.

Respectfully Submitted,

Kim Tollefson