City of Mequon

11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2902
Fax: 262-242-9655

www.ci.mequon.wi.us
Department of Community Development

ECONOMIC DEVELOPMENT BOARD
Tuesday, November 28, 2017
7:30 AM
North Conference Room

Minutes

1. Call to Order, Roll Call

Present:
Alderman Robert Strzelczyk
Chair Timothy Carr
Board Member Matson Holbrook
Board Member Gloria Rosenberg
Board Member Jonathan Safran
Board Member Bruce Sipiora

Absent:
Board Member Janette Braverman
Board Member Rick Shneyder

2. Approval of Meeting Minutes from October 24, 2017

Mr. Sipiora made a correction to the minutes to add Ald. Wirth as an attendee.

Chairman Carr made a correction to add "the" to a comment made by Ms. Rosenberg on page 4.

Action
Ald. Strzelczyk made a motion to approve the minutes with the corrections.
Ms. Rosenberg seconded the motion with corrections.
Voice vote was called; vote passed 6-0

3. Website Review

Chairman Carr stated that the EDB section of the city website is not easy to find the benefits and not easy to use.

Ms. Tollefson stated that she is not a fan of the EDB home page as there is not anything that grabs one's attention. She feels that this section needs to be reorganized. She would like the strengths to be listed in bullet form. She feels that the mission statement should be more direct and should highlight the tools available as well as showcase some success stories. She stated that she feels that the home page should host the links to the other pages, like the tools that are available, so that they are easier to find.

Comments from the Board regarding the website:

- Home page – less words and more tabs to easily find tools and contacts (from a business owner perspective)
- Success stories – a new one listed every 6 weeks (would need 10 businesses ready to go)
- Business logos listed and links to business websites
- Correct the name of M-T School District
- “Reside Here” should be at the bottom of the list
- Work Force – education stat should be added
- Income level of the community stat should be added
- Strengths of Mequon: change the list around (fresh water should not be listed first). Highly educated workforce is important.
- Transportation tag line needs to be changed.
- Froedert and Children’s Hospital need to be added in Top 10 businesses
- Tools – TIFs not listed but they should be.
    - Examples of TIF recipients could be showcased.
    - List the partners that are part of the TIF with the city.
    - Contacts should be made available.
    - Mention that a TIF can be customized.
    - Include a map of each TIF district.
    - Testimonials – show an old picture and a new one of a business that utilized the TIF
- List EDB members - especially if they are part of the outreach team.

Chairman Carr asked that the Board be updated as changes are made.

Ms. Tollefson stated that the website is in constant motion and will continue to be updated and the Board will be informed as changes are made.

4. **Outreach Program**

Chairman Carr stated that the outreach program will be kicked off in 2018. The committee ambassadors will include Board members: Sipiora, Baka, Rosenberg and Safran.

There was discussion regarding which staff members will accompany the Board ambassadors to the business visits.

When asked about whether the Administrator Will Jones would be part of the outreach committee, Ms. Tollefson commented that in previous conversations it was indicated that he would not be regularly participating in the outreach.

Ald. Strzelczyk stated that it is part of the Administrator’s job description to be part of the outreach efforts to the businesses.

Ms. Tollefson stated that a one page document will be created that the ambassadors can hand out to the businesses. The main goal is to listen to the businesses and to establish relationships.

It was decided that the ideal group would consist of:

- 1-2 Board ambassadors
- A representative from the Chamber of Commerce
- Alderperson from the district should be invited
- City representative (Administrator, Mayor or Ms. Tollefson)

Mr. Sipiora stated that he agrees that the main focus is to listen to the business owner. He feels that Ms. Tollefson plays a critical role in the outreach program. He suggested that notes be taken at each session, actionable items identified and a short summary should be made available to the Board after each visit.

There was discussion regarding the process of meetings and who should attend which meetings (the initial meeting and the follow up meeting). Everyone agreed that a personal note should be sent from the alderperson following each business outreach meeting.

Ald. Strzelczyk stated that he feels that the alderperson should be involved throughout the process and not brought in halfway throughout the process. He suggested that during the initial phone call conversation to schedule the meeting, the question should be asked about the desire of the business owner of whom they wish to attend the meeting (Mayor, alderperson or only Board ambassadors). He said the role of the alderperson is to make the business feel welcome and to be a reference person but that the staff is best equipped to handle the daily issues.

Ms. Tollefson stated that she has a list that was previously created of topics for the outreach committee to cover.

Chairman Carr stated that another role of the outreach committee is to share all the exciting news about the city and everything that is available throughout the city with the businesses.

Ms. Tollefson asked the Board if they are interesting in hosting 1-2 focus groups in 2018 in addition to the outreach.

Ms. Rosenberg responded that she feels that this is a very important follow up tool and important in gathering more information from the businesses in the city.

Ald. Strzelczyk stated that he feels that a one page “Quick Reference” sheet would be very helpful to distribute to the businesses. He suggested that the city website address be listed with directions to specific areas of interest (EDB pages), other tools that are available, contact infornation of specific city staff and contact information for their alderperson.

Mr. Sipiora stated that he feels that the number of people attending each business visit should be limited and the intent is that the meetings are “probe sessions”. He feels that a follow up by the Mayor of other city official may be appropriate based on feedback. He feels that a smaller group is more manageable and will be easier to get scheduled.

It was discussed that Telesmith will be the first business contacted for outreach as they have invited city officials and elected officials to visit their site.

Chairman Carr stated that at the January meeting the fact sheet should be available and a tentative schedule should be available; 1-2 visits a month. He feels that Ms. Tollefson should attend as she is most equipped to answer questions. He feels that meetings should be less than an hour and the relationship established is most important.

Ms. Tollefson stated that Kathleen Schilling from the Ozaukee Economic Development organization has done many focus groups and has offered to help this group customize a focus group and help facilitate that effort.

Ms. Tollefson stated that she will reach out to the new representative from the Mequon Pavilions to schedule a meeting for the first part of 2018.

She also stated that she would like to bring Barry Chavin back sometime in 2018 and would like the Board to receive specific feedback regarding progress in the Mequon Business Park.

5. Staff Updates

Ms. Tollefson gave updates on projects and items that have recently been in front of the Planning Commission and Common Council.

<u>Spur 16</u>

- The city land has officially been sold to Cindy Shaffer. Staff has met with her team to ensure the process runs as smoothly as possible.
- The site will be mobilized in January and construction will start in February. The townhomes along Buntrock will begin first and then construction will work east to the commercial buildings. The entire process should take about 18 months.

<u>Foxtown</u>

- The concept plan has been approved by Planning Commission and will not be forwarded to Common Council until the traffic analysis report comes back (right of ways, on street parking, ingress and egress, etc.). Must ensure the traffic works for that site and the surrounding area.

<u>Logemann</u>

- The Mayor believes that the veto will stand.
- Lokre has submitted an offer to purchase. Their request for a partnership does not require the need to purchase the site. The offer was tabled at the November Common Council meeting.
- Lokre did not own the property until after the RFP was issued and submissions were due.
- Lokre has offered to partner with the city and financially contribute a minimum $200,000 to tear down the building and to redesign the parking lot in a more efficient way and to add parking.

6. Announcements

The next meeting is January 23, 2018.

7. Adjourn

Action
Mr. Safran made a motion to adjourn.
Ms. Rosenberg seconded the motion.
Voice vote was called; vote passed 5-0

Ald. Strzelczyk left the meeting at 8:35 a.m.

Respectfully Submitted,

Kim Tollefson