

ECONOMIC DEVELOPMENT BOARD
October 25, 2017

EDB20171025-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, October 25, 2017 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Chairperson Jack Arnett at 7:00 p.m.

Roll Call: Present: Greg Zimmerschied, Joe Kassander, Eric Stelter, DJ Burns
Council Member Jack Arnett

Excused: Mike Groth, Mike Pahl, Lynn Knutson, Jim Pape

Also Present: Economic Development Coordinator Mary Sheffield

STATEMENT OF PUBLIC NOTICE

Chairperson Arnett acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law.

APPROVAL OF MINUTES

Motion made by Eric Stelter, seconded by Greg Zimmerschied, to approve the September 27, 2017 minutes. Motion carried without a negative vote with Mike Groth, Mike Pahl, Lynn Knutson and Jim Pape excused.

COMMENTS & SUGGESTIONS FROM CITIZENS – None

REPORTS

Economic Development Coordinator Sheffield

- Dovecote has closed and Ryloo Boutique will expand into the Dovecote space.
- Land in front of La Rosa Landscape Co. is officially on the market for possible development.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports and List of Sub-Committees; and Action Thereon

Brand Strengthening: Council Member Arnett and Greg Zimmerschied reported that Chandler Thinks has been selected as the branding consultant and will begin work with Cedarburg the week of December 11. The Board was encouraged to attend the Common Council meeting on December 11 for a presentation from Chandler Thinks.

External Communication: No Report

Beautification: Joe Kassander updated the group on the robot lawn mower. Director Hilvo is testing the robot mower on the front lawn of City Hall through November 1.

Government/Regulatory: Council Member Arnett updated the group on the dams. The City is in the process of budgeting money and planning repairs for the dams. Council Member Arnett also discussed eliminating a brush pick-up with Director Wiza to allow for more tree trimming and beautification. Director Wiza was not in favor of this because residents are used to the monthly pick-up, and a great deal of brush will accumulate over 2 months.

Discuss Highway 60 Development; and Action Thereon

Chairperson Arnett stated the business park group continues to meet and the topic will be on the October 30 Common Council agenda. The Board asked for a sign to be placed as a way to increase visibility of the future park.

Discuss Design Review Guidelines; and Action Thereon

Eric Stelter passed out guidelines from Wauwatosa and Elm Grove and suggested there is a need for Cedarburg to have similar information available for developers. This would assist developers with understanding Cedarburg's architectural preference. Council Member Arnett stated it would be difficult to have across the board guidelines for the entire community. Greg Zimmerschied felt it might only be necessary in the Smart Growth areas. More discussion will occur at the November meeting.

NEW BUSINESS

Identify Future Agenda Items; and Action Thereon

- Review project sub-committee list
- Highway 60 development
- Design Review Guidelines
- Creek Walk

The next Economic Development Board meeting is scheduled for Wednesday, November 29, 2017.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by DJ Burns, to adjourn the meeting at 8:17p.m. Motion carried without a negative vote with Mike Groth, Mike Pahl, Lynn Knutson and Jim Pape excused.

Mary Sheffield
Economic Development Coordinator