

**ECONOMIC DEVELOPMENT BOARD  
February 3, 2021**

**EDB20210203-1  
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, February 3, 2021 at 9:01 a.m. via Zoom.

The meeting was called to order by Council Member Burkart at 9:04 a.m.

Roll Call: Present: Council Member Kristin Burkart, DJ Burns, Brett Krzykowski, Eric Stelter, Greg Zimmerschied, Mike Pahl, Jim Pape, Joe Kassander

Excused: Sara Dunstone

Also Present: City Administrator Hilvo, Planner Jon Censky, Parks, Recreation and Forestry Director Danny Friess

**STATEMENT OF PUBLIC NOTICE**

Administrator Hilvo 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 DJ Burns, seconded by Eric Stelter, to approve the January 6, 2021 Economic Development Board minutes. Motion carried without a negative vote with Sara Dunstone excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS** - None

**REPORTS**

City Administrator Hilvo provided an update on Brand Strengthening, Beautification Projects, Social Media, and Business Attraction. He also provided the January business update report.

Council Member Kristin Burkart – No report.

**UNFINISHED BUSINESS**

**Consider Motion to Reconsider the Board's Previous Decision on January 6, 2021 Regarding Contribution of Branding Initiative Funds; and Action Thereon**

Discussion ensued on the pros and cons of the motion that was made at the January 6, 2021 meeting regarding contribution of branding initiative funds. No action was taken on this item.

**Discuss Branding Initiative Funds; and Action Thereon**

No action was taken on this item based on no action for above item.

**Discuss Bicycle and Pedestrian Plan for the Downtown Area; and Action Thereon**

City Administrator Hilvo showed a map of potential sights for additional bike parking near the downtown along with potential routes that could be marked for bicycle traffic near downtown but off Washington Avenue. He also stated the Parks, Recreation and Forestry Director Friess would be taking the lead on this project. Discussion ensued on the routes and parking areas. It was determined that the Board should focus first on directing bikers to current bike parking areas off the interurban trail and add a bike lane from the library to the interurban bridge, providing better direction to people using the trail. A recommendation was made to add bike parking along the side of Sal's Pizza on the City leased grass area. City Administrator Hilvo stated that Director Friess will start working on the two items discussed for 2021 and then start looking at other potential routes and bike parking areas to be added in future years.

**Discuss Smart Growth Areas; and Action Thereon**

**Weil Pump Site:**

City Administrator Hilvo stated that he had received the environmental reports on the site from the property owner. He has formed a subcommittee that includes the Mayor, two members of the Economic Development Board, and two members from a local architect firm that will continue to look at the environmental issues on this site, potential funding for remediation, and overall development plans for the site. The Committee will report back to the Economic Development Board with updates.

**NEW BUSINESS**

**Discuss Parking in the Downtown District; and Action Thereon**

City Administrator Hilvo displayed a Google map of the downtown area for discussion purposes. Planner Censky explained that based on this being an ongoing discussion he has identified potential areas for additional parking in the downtown district, but no official plans have been implemented to-date. Several years ago the City did look at hiring a consultant to provide the City with a parking study, but the high cost of the study outweighed the urgency to complete it. Discussion ensued on potential parking sites and whether there is a need to provide additional parking. It was determined that adding additional parking near existing buildings or locations was not feasible based on the difficulty of acquiring private property for public parking purposes. The best approach is to add public parking areas to new developments that are done near the downtown. One potential site that needs to be considered is the Weil Pump site on Western Avenue.

**Discuss New Business Contest; and Action Thereon**

Greg Zimmerschied explained the concept of a new business contest that had been previously discussed at the Economic Development Board but had not gained much traction at the time. He would like the Board to revisit this idea as a way to help bring in new business to Cedarburg. Discussion ensued on the purpose of the contest. It was determined that a sub-committee be formed to come up with the details for the contest, which would then be presented to the Economic Development Board at the next meeting. Greg Zimmerschied stated that he would get a group together and work on the details.

**Identify Future Agenda Items and Confirm Next Meeting Date (March 3, 2021 at 9:00 a.m.); and Action Thereon**

The next meeting of the Economic Development Board will be held on Wednesday, March 3, 2021 at 9:00 a.m.

**ADJOURNMENT**

Motion was made DJ Burns, seconded by Mike Pahl, to adjourn the meeting at 10:20 a.m. Motion carried without a negative vote with Sara Dunstone excused.

Mikko Hilvo  
City Administrator

adk