

**ECONOMIC DEVELOPMENT BOARD
APRIL 7, 2021**

**EDB20210303-1
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, April 7, 2021 at 9:00 a.m. via Zoom.

The meeting was called to order by Council Member Kristin Burkart at 9:01 a.m.

Roll Call: Present: Council Member Kristin Burkart, DJ Burns, Eric Stelter, Greg Zimmerschied, Mike Pahl, Sara Dunstone, James Pape, Brett Kryzkowski

Excused: Joe Kassander

Also Present: City Administrator Mikko Hilvo

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 Greg Zimmerschied, to approve the March 3, 2021 minutes. Motion carried without a negative vote with Joe Kassander excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided an update on business attraction.

Council Member Kristin Burkart reported that the Common Council approved a revised amplified music ordinance.

UNFINISHED BUSINESS

Discuss Smart Growth Areas; and Action Thereon

Administrator Hilvo shared a plan for the Weil Pump site that includes a new fire station. This plan would provide the through street that has been discussed for the site and it would also provide the Fire Department a facility that is ADA accessible with an ability to house full-time staff and offices. It also provides better access to all areas of the City, especially during festivals, compared to the current station site. Discussion ensued on the plan. The Board was not in favor of building a fire station at this site. It was the consensus of the Board that this site has development potential that will increase tax revenue and provide an economic impact to the City. The site is extremely important for the City to take a lead on developing it in a way that has the highest and best use for the City.

Council Member Burkart questioned whether we should move forward with any plans until we have a better understanding of the level of contamination on the site. Greg Zimmerschied stated that the City should work in partnership with the landowner to help with remediation and development of the site.

DJ Burns provided an update from the DNR and recommended that when looking at the site, we need to first determine what the community wants on the site and then decide how we get there.

Greg Zimmerschied made a motion that the City hire a firm to explore the highest and best use for the City for the entire site. Motion died for lack of a second.

It was the consensus of the Board that Administrator Hilvo bring proposals to the next meeting from firms specializing in site planning. The Board will then discuss potential recommendations to the Common Council on how to proceed with planning for the site.

Discuss New Business Contest; and Action Thereon

Greg Zimmerschied provided an update on the contest idea. The group will have several more meetings to finalize details on the contest and will then report back to the Board.

NEW BUSINESS

Discuss Branding Initiative; and Action Thereon

Administrator Hilvo mentioned that no initiatives have been discussed but the Board should continue to look at potential ways to get additional branding information out. Discussion ensued on the purpose of the branding initiative.

Greg Zimmerschied recommended that Administrator Hilvo reach out to the Chamber of Commerce and Festivals to utilize the same or similar brand logo amongst them and the City, to provide cohesiveness throughout our organizations.

Brett Kryzkowski asked what the next phase of branding entails. Administrator Hilvo stated that Phase II would have a focus on attracting tourism through advertising in outside markets. Brett Kryzkowski stated that the City should utilize Google and Facebook ads to help with this.

Administrator Hilvo was asked to come up with ideas on branding initiatives for the next meeting.

Identify Future Agenda Items and Confirm Next Meeting Date; and Action Thereon

DJ Burns asked that we include a discussion on broadband initiatives. Eric Stelter stated that there should be a focus on bringing high speed internet to the downtown business district.

The next meeting of Economic Development Board will be held on Wednesday, May 5, 2021 at 9:00 a.m.

ADJOURNMENT

Motion made by Mike Pahl, seconded by DJ Burns, to adjourn the meeting at 9:50 a.m. Motion carried without a negative vote with Joe Kassander excused.

Mikko Hilvo
City Administrator