

ECONOMIC DEVELOPMENT BOARD
September 6, 2023

EDB20230906-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, September 6, 2023 at 9:00 a.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Kevin Curley at 9:00 a.m.

Roll Call: Present - Council Member Kevin Curley, Anna Marie Armbruster, Mark Roller, Megan Schelwat, Maggie Dobson, Michael Pahl, Alex Uhan

 Excused - DJ Burns

STATEMENT OF PUBLIC NOTICE

Deputy City Clerk Kletzien 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 Megan Schelwat, seconded by Anna Marie Armbruster, to approve the minutes from the August 2, 2023 meeting. Motion carried without a negative vote with DJ Burns excused.

COMMENTS & SUGGESTIONS FROM CITIZENS

REPORTS

City Administrator Hilvo provided an article to the members on *Public-Private Housing Venture in Sheboygan Falls* by Randy Meyer for review and possible discussion at a future meeting. There will also be a presentation on this subject in Green Bay and members should contact City Administrator Hilvo if they want to attend. This type of development would require a pay-as-you-go TID.

Council Member Curley explained that the Common Council and Community Development Authority have been presented with a possible 69 room hotel development on Pioneer Road on undeveloped land in front of LaRosa Landscape. They would require an upfront TID of \$1.8 million. There is some reservation on borrowing for a TID on the project and requires more conversation.

Chamber of Commerce Executive Director Dobson explained that this is the busiest season for the Chamber. Ladies Who Lead will take place on September 19, followed by the Pumpkin Walk, and Holiday Festivities. The Chamber of Commerce has a current membership of over 350 members. Executive Director Dobson added that the proposed hotel of that capacity would be very beneficial to the City and would double the room tax that they receive.

UNFINISHED BUSINESS

Discussion on Branding the South Business District; and Action Thereon

Discussion ensued on the addition of a hotel on Pioneer Road and its positive impact on the City and possibly the south business district. Dairy Queen has closed permanently and Duncan Donuts should be opening soon. A revised traffic pattern with a boulevard and additional crosswalks to improve customer

flow would be beneficial. Improved lighting, signage, and flower baskets were discussed for the area to make it more inclusive with the downtown.

NEW BUSINESS

Discussion on Public Awareness on Business Scams; and Action Thereon

A situation occurred on Facebook with a very reputable local company being a victim of bait and switch. Alex Uhan of Country in the Burg added that this is becoming very common and it happened on their account. The Board discussed several possible ways of informing the public of this practice and to urge caution when clicking on advertisements or special offers to avoid scams.

Executive Director Dobson is willing to help get the word out to the Chamber of Commerce members with some “Click with Caution” information. Other ideas included Cedarburg Light & Water bill inserts, a QR Code, or refrigerator magnets as possible ways to inform the public.

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

- Branding South Business District
- Discuss public/private housing needs in Ozaukee County
- Review Smart Growth sites

ADJOURNMENT

Motion was made by Megan Schelwat, seconded by Alex Uhan, to adjourn the meeting at 10:06 a.m. Motion carried without a negative vote with DJ Burns excused.

Amy Kletzien
Deputy City Clerk