

**CITY OF CEDARBURG
ECONOMIC DEVELOPMENT BOARD
February 27, 2019**

**EDB20190227-1
UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, February 27, 2019 at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

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

Roll Call: Present: Greg Zimmerschied, Mike Pahl, Joe Kassander,
 Sara Dunstone, Council Member Jack Arnett, Lynn Knutson

 Excused: Eric Stelter, DJ Burns, Jim Pape

 Also Present: Economic Development Coordinator, Mary Sheffield,

STATEMENT OF PUBLIC NOTICE

Council Member/Chair 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 Sara Dunstone, seconded by Lynn Knutson, to approve the October 31. 2018 minutes. Motion carried without a negative vote with Eric Stelter, DJ Burns and Jim Pape excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Economic Development Coordinator Sheffield reported on the following:

- Coordinator Sheffield passed out the 2018 Business Report indicating 20 businesses opened and 3 closed in 2018.
- WILO is consolidating two Georgia facilities into Weil and Scot Pump. The consolidation should be complete sometime in Fall 2019.
- Linden Investments has opened in Owen's Office Supply building.
- Grace 242 office has opened in building south of the Rivoli.
- Cedarburg Leather and Jewelry Company opened south of Itty Bitty Piggies.
- Glad Rags is closing. Owner would like to sell or lease building.
- Robert Edquist Accounting closed due to retirement. Space is for lease (800SF/\$650).
- LaTulip Florist Studio space behind Sal's will be available July 1 (850SF/\$950).
- Kowloon is closed. Building was purchased by Anytime Fitness.
- 250SF space available in building behind Corner Closet.
- Chamber of Commerce Ladies Who Lead awards occurred on February 19. Those honored include: Jennifer Mantooth - Partnership Bank, BJ Homayouni – Festivals of Cedarburg, Ann Denk – Wyndrose Fine Jewelry, Donna Taylor – Cream & Crepe Café and Connie Niebauer - Cedar

Creek Winery.

- The City of Cedarburg's Revolving Loan Fund is not being defederalized. The City will have to go through the CDBG close program. The RLF is no longer active.

UNFINISHED BUSINESS

Review Project Sub-Committee Reports; and Action Thereon

Brand Strengthening: Chairperson Arnett shared a couple points from a Branding Steering Committee press release:

- o *The City of Cedarburg Common Council will accept and adopt the results of the Cedarburg Brand Strengthening Initiative at the March 11 Common Council meeting.* A new City website is in the works that will also highlight the brand story and updated logo. You will begin to see the new logo appear on City signs, trucks, and communications. Branding information and new logo can be easily accessed at the City website by clicking on *Cedarburg Branding Initiative*.
- o *A Cedarburg Brand Implementation Team has been formed* to promote use of the research, brand story, and logo. The group will focus on educating businesses and organizations located in the City of Cedarburg as how to best use the data and tools provided by the brand consultant in order to make their organizations even more successful.

Chairperson Arnett asked the Board to encourage businesses to use the branding. Also to pass any branding ideas they may have onto Coordinator Sheffield who is coordinating the Brand Implementation Team. Greg Zimmerschied asked that Director Hilvo engage a committee to review design as new wayfinding signs are developed.

Beautification: Coordinator Sheffield shared that this spring Director Hilvo will add grass and planters to the property the City leases from US Bank just north of Sals. This effort will spruce up the area.

Mike Pahl expressed a concern about over flowing City trash cans near several coffee shops on weekends last fall and wondered about getting them emptied more often. Coordinator Sheffield will follow-up with Public Works.

Discuss Design Review Guidelines with Possible Referral to Plan Commission; and Action Thereon

No discussion.

Discuss Social Media; and Action Thereon

Greg Zimmerschied mentioned the importance of Cedarburg being listed in Google searches such as "day trips from Chicago".

The Board requested a presentation at the next meeting from a social media expert.

Discuss BID or Similar Type of Program that could Offer Funding; and Action Thereon

No discussion

NEW BUSINESS

Discuss Creative Event Ideas for the City; and Action Thereon

The following ideas were briefly discussed:

- monetize events that are already occurring instead of creating new events
- business recruitment
- igloo tourist attraction in January proposed by Director Hilvo
- fun run highlighting Cedarburg's new logo (t-shirts)
- community dining table
- Mayor's Business Forum
- bar crawl similar to recent Bloody Mary Walk
- Fire Water
- Welcome Wagon
- Open Doors similar to Milwaukee event
- 50th anniversary of Woodstock
- PAC events
- cobblestones in crosswalk beautification project
- Bird City designation

Director Hilvo used the igloo bricks at Winter Festival for igloo and wall building. Children at the Festival enjoyed the activity.

Coordinator Sheffield informed the Board that Festivals is planning to implement a wrist band program for alcohol sales at Strawberry Festival in order to assist with carding and increase revenue. (\$1 will be added to the first drink and a wrist band will be provided)

The Mayor's Business Forum format may change into more of a "State of the Community" luncheon possibly being held sometime in June.

Identify Future Agenda Items; and Action Thereon

- 2019 Economic Development Board Goals and Objectives
- Ideas to generate funds

The next scheduled meeting is Wednesday, April 24, 2019 at 7:00 p.m.

ADJOURNMENT

Motion was made by Greg Zimmerschied, seconded by Mike Pahl, to adjourn the meeting at 8:26 p.m. Motion carried without a negative vote with Eric Stelter, DJ Burns and Jim Pape excused.

Mary Sheffield
Economic Development Coordinator