A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, November 2, 2022 at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers and online utilizing the Zoom app.

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

Roll Call: Present: Council Member Kristin Burkart, Mark Roller, DJ Burns, Michael Pahl

                 Excused: Alex Uhan, Anna Marie Armbruster, Maggie Dobson (non-voting)

                 Also Present: City Administrator Hilvo, Deputy City Clerk Amy Kletzien, Council Member Patricia Thome

STATEMENT OF PUBLIC NOTICE

Deputy 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 DJ Burns, seconded by Michael Pahl, to approve the October 5, 2022 Economic Development Board minutes. Motion carried without a negative vote with Alex Uhan and Anna Marie Armburster excused.

COMMENTS & SUGGESTIONS FROM CITIZENS - None

REPORTS

Administrator Hilvo provided the following update:
- Brand Strengthening – N/A
- Beautification – N/A
- Social Media – N/A
- Business Attraction and Recruitment – Wanting to fill one open space north of Real Fitness with a retail or arts related business.

UNFINISHED BUSINESS

Discussion and Possible Action on a Strategic Plan for the Committee
South End of Washington Avenue
Council Member Burkart understands that most people want more restaurants in this area.

City Administrator Hilvo stated that there are not many tools available to incentivize businesses beyond conversations. This area needs a strong anchor at the south entrance to the City to draw more businesses to the area. The City is hopeful that Dunkin Go will create further interest in this area. He added that the hotel/restaurant combination on Pioneer Road is still in discussions; however, nothing concrete has been decided.

Mark Roller suggested that it might be helpful to brand the area rather than referring to it as the south end of Cedarburg. He also suggested a possible dog park on the City property between the church and Echo Plaza.

It was the consensus of the Board that a recreation center would be a good fit for the property on Pioneer Road in front of the future Water Recycling Center. City Administrator Hilvo explained that various recreation groups could get together and discuss a possible joint venture for a recreation facility.

Discussion and Possible Action on Smart Growth Area #1
It was suggested that the Community Development Authority be involved in the direction of this property.

NEW BUSINESS

Discussion and Possible Action on Golf Cart Use in the City
City Administrator Hilvo explained that current policy does not allow golf carts in the City. All golf carts would need to be regulated the same as an automobile. City Administrator Hilvo will speak with Police Chief McNerney and possibly draft an ordinance for Common Council consideration.

Discussion and Possible Action on New Economic Development Programs and Ideas
- Discuss a possible Vibrant Spaces grant program in December.
- City Administrator Hilvo to provide an overview of all the Smart Growth areas in the City in December.

Identify and Possible Action on Future Agenda Items and Confirm Next Meeting Date (November 2, 2022 at 9:00 a.m.); and Action Thereon
Items for the next meeting:
- Brief Updates
- Smart Growth Area #1
- Strategic Plan (concentrating on the south end of Washington Avenue)
- Consider allowing golf carts throughout the City
- Discuss a possible Vibrant Spaces grant program
- Review all Smart Growth areas in the City
- Future meeting date and time

The next meeting of the Economic Development Board will be held on Wednesday, December 7, 2022 at 9:00 a.m.

ADJOURNMENT

Motion made by DJ Burns, seconded by Michael Pahl, to adjourn the meeting at 10:01 a.m. Motion carried without a negative vote with Alex Uhan and Anna Marie Armbruster excused.

                                       Amy Kletzien
                                       Deputy City Clerk