

ECONOMIC DEVELOPMENT BOARD
November 1, 2023

EDB20231101-1
UNAPPROVED

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, November 1, 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, DJ Burns

Also Present - City Administrator Mikko Hilvo

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 DJ Burns, seconded by Michael Pahl, to approve the minutes from the October 4, 2023 meeting with one change, by replacing the the word ~~inevitable~~ to likely on the second page, fourth paragraph, second sentence.

COMMENTS & SUGGESTIONS FROM CITIZENS

REPORTS

Council Member Curley explained that the Mandel Group withdrew their proposal for a 207 unit development on Sheboygan Road and Hwy I, due to a lack of public interest, at the October 30 Common Council meeting. He also explained that the Economic Development Board is mentioned in the Strategic Plan that was reviewed by the Common Council. The Board should review this document in the near future.

Chamber of Commerce Executive Director Dobson explained that the holidays are the busiest season for the Chamber. The Pumpkin Walk was a great success even though the weather did not cooperate. The Chamber of Commerce Annual meeting will be held Thursday, November 9, 2023 and the following businesses will be recognized:

- Nonprofit of the Year – Family Sharing
- Small Business of the Year – Cedarburg Toy Company
- Large Business of the Year – Newman Chevrolet
- Legacy Business – Rivoli Theatre
- Spark Plug Award – Art of Joy
- Service Award – Gifford Video
- The Zuern Cedarburg Volunteer of the Year Award – Dorine Wirth

UNFINISHED BUSINESS

Discussion on the South Business District; and Action Thereon

City Administrator Hilvo explained that there has been interest in the former Dairy Queen site according to the Broker.

City Administrator Hilvo stated that there is funding in the 2024 Budget to develop a plan for future road modifications along with possible improved lighting, signage, and flower baskets for the area. Anna Marie Armbruster asked if data was available on the business activity on South Washington Avenue since Dunkin Donuts has opened. City Administrator Hilvo will inquire if that information is available to the City.

City Administrator Hilvo stated that the Broker for the Dairy Queen site is aware that the City would like that property to remain as a restaurant.

Review Smart Growth Sites: and Action Thereon

City Administrator Hilvo stated that there has not been any movement on the Smart Growth sites; however, it is worthwhile keeping the sites in mind.

Council Member Curley stated that a new Planner will be hired to start in May 2024 to work with Planner Censky for a month before he retires. He would like to have a discussion with them about the Land Use Plan specifically involving growth and future assessed needs when the time comes. City Administrator Hilvo stated that the Economic Development Board can start reviewing the Land Use Plan in January to be prepared for future discussions with the Plan Commission.

NEW BUSINESS

Review Downtown Parking Master Plan

City Administrator Hilvo distributed parking information from 2010 and 2014 for reference in this discussion along with a map showing where parking is available in the downtown area. It was noted that the map needs to be updated.

Anna Marie Armbruster stated that it would be worthwhile to know how many regular parking spots and handicapped spots were available at each public parking location. City Administrator Hilvo will have staff gather this information and bring it to the next meeting.

Michael Pahl stated that parking needs need to be defined and where the shortfalls lie. This could be accomplished by speaking with the downtown business owners.

City Administrator Hilvo reviewed different areas where parking had been considered along with some ways of optimizing the use of existing parking areas. Potential parking redevelopment opportunities for the site on Madison Avenue were discussed with the concern that it is too far from downtown. Concerns were raised about taking away green spaces for parking lots.

The Board discussed the importance of finding a balance between business needs and customer convenience. They briefly discussed the issue of people parking in designated spots for long periods of time, which leads to complaints, and the need for more enforcement of parking rules. The idea of paid parking was brought up, but there were concerns about how it might affect the welcoming nature of the

downtown. The idea of conducting a study on parking needs was discussed. It would be helpful to know the ratio of parking required for surrounding businesses.

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

- South Business District – 2024
- Review Strategic Plan relating to the Economic Development Board
- Review Land Use Plan
- Review downtown parking

Chamber of Commerce Director Dobson expressed a word of caution for providing alternative routes to bypass the downtown area because this could negatively affect local businesses.

ADJOURNMENT

Motion was made by Megan Schelwat, seconded by Alex Uhan, to adjourn the meeting at 9:53 a.m.
Motion carried without a negative vote.

Amy Kletzien
Deputy City Clerk