



11333 N Cedarburg Road
Mequon, WI 53092
P: 262-236-2903
F: 262-242-9655
www.ci.mequon.wi.us

Department of Community Development

**Economic Development Board
August 23, 2016
7:30 AM
North Conference Room
Mequon City Hall
11333 N Cedarburg Minutes**

1. Call to Order, Roll Call.

Members present: Tim Carr, Gloria Rosenberg, Jon Safran, Rick Shneyder, Janette Braverman, Ald. Pam Adams

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development

2. Approval of meeting minutes from July 26, 2016

Ms. Rosenberg moved to approve the minutes as written.

Ms. Braverman made an amendment to the minutes.

Mr. Safran seconded the motion.

A voice vote was called. All voted aye (6-0)

3. RFP: Logemann Center

Ms. Tollefson stated that the RFP is in final preparation and it will be ready for distribution next week. Economic Development Board (EDB) member, Mr. Holbrook, had previously offered to help get it distributed through his real estate website contacts. She feels that the RFP contains all the big picture feedback from both Common Council (CC) and EDB. Ms. Tollefson shared that she has received a few phone calls from private business owners and developers that will be direct mailed.

The RFP encompasses the necessary items:

- The overall scope of the project
- The standards in which to apply
- The evaluation criteria
- The timeline – which will be fine-tuned a bit to coordinate with CC and EDB meetings
- Distribution will be on September 1st and then submissions will be accepted over the next 6-8 weeks
- It will take about 3-4 weeks for staff and the CC and EDB to vet through the proposals
- In November the CC will take action to select a proposal

Mr. Safran asked whether there is enough time for the developers to submit proposals and if this is realistic timing. He wants to ensure that the timing is not too tight that it is discouraging.

Ms. Tollefson answered that the timing is a bit tight but she feels that there are limited solutions to the

constraints of the site. She suggested that the timing could be adjusted to allow for 8 weeks for proposals to be submitted. That will push the timing back so that the CC will make the selection in December.

Ald. Adams feels that because the developers need to work with WE regarding the access road she feels the extra time is necessary. She stated that the CC is not concerned with the demolition bids that were previously received and they acknowledge that those will expire. She feels that the extra time will give more opportunity to get the word out about the RFP.

Mr. Carr asked whether the proposals will be elaborate with the developers spending a lot of money upfront or if the proposals will be concept only. They should get more elaborate once a developer is selected and that the extra few weeks will give more adequate time to inspect the site and its constraints.

Ms. Tollefson stated that she expects that the proposals will be mostly conceptual with a varying degree of detail and effort. Staff is most interested in the use of the site along with the amount of land required for the use and the amenities included. She stated that the proposals will be due by the end of October and will then push all the other dates back two weeks.

EDB members asked how the RFP would be distributed.

Ms. Tollefson stated that it would be distributed by the following:

- Direct mailed to specific developers that have inquired about the RFP
- Mr. Holbrooke will mass distribute using his real estate website contacts
- City of Mequon website homepage
- Local newspaper
- Journal Sentinel business section
- Chamber of Commerce
- Sent to EDB members that have contacts to pass it along to

She stated that a dollar amount was not specified and that the RFP requires the developer to suggest a sale price. She explained that although the EDB discussed the price being \$1 at last month's meeting; the CC did not discuss a price.

Mayor Abendroth stated that he feels that the issue of price should be left as it is in the RFP and allow the developer to offer a price as part of their proposal.

The EDB provided feedback that the RFP is well done.

Ms. Tollefson stated that she will add and include the following in the RFP:

- Shaffer Development concept plan
- Shaffer Development proposed apartment information
- Map of civil campus park and amenities

Mr. Shneyder stated that he feels that including the proposed apartment information will be helpful to the developers submitting proposals in regards to the demographics of the area.

Mr. Carr feels that it is exciting that there may be a new building or business there that brings taxable income to the City.

Ald. Adams stated there is the possibility of public amenities proposed there that would be a public

benefit (public bathrooms for the inter urban trail users).

She also requested an update on the proposals if there is not an EDB meeting next month.

Ms. Tollefson stated that there may be a few TC incentive issues to discuss at the September meeting and she will keep the EDB updated via email if there is not a meeting.

4. Staff Updates

Ms. Tollefson stated that the Building Inspector Supervisor position is in the final stages and that she hopes to have someone in place before the end of the year.

- The Shaffer Development was before the CC in August for concept review focused on the architectural details. They will be back before the CC in September for final PUD approval.

Ms. Tollefson stated that revenue projects for development and inspection permits are on track. Due to limited staff resources, she knows that the service and turnaround times of the inspections are not being delivered timely and once the new position is filled this should help resolve some of the issues.

5. Announcements

The next meeting is scheduled for September 27, 2016.

Ms. Braverman made a motion to adjourn the meeting.

Ms. Rosenberg seconded the motion.

All voted aye, 6-0

The meeting adjourned at 8:10 a.m.