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Department of Community Development

Economic Development Board June 9, 2015 7:30am Minutes

1. Call to Order, Roll Call.

Members present: Chairman Tim Carr, John Wirth, Gloria Rosenberg, Jim Baka

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development
Will Jones, City Administrator
Mark Gierl, Alderman
Connie Pukaite, Alderman

2. Approval of meeting minutes

Mr. Wirth made a motion to approve the meeting minutes from April 28, 2015.
Ald. Gierl seconded the motion.

*A voice vote was called.
All voted aye.*

3. Staff Updates

Ms. Kim Tollefson updated the Board about recent Planning Commission (PC) activity:

- Discussion about financial incentive opportunity to continue to entice major pharmaceutical businesses into business park II. The CC discussed this issue in closed session and is supportive of the incentive package. This has been communicated to MLG. One condition is that if the city helps to break down the cost of the land, then MLG needs to match what the City's break down would be. This is a limited time offer and staff would like to have construction start before the end of the year.
- New development proposal on Port Washington Road by Ryan Companies who is representing the potential development. This is located at Venture Court and the property immediately north. The proposal is to remove everything. The other parcel is vacant and it is the last vacant B-2 zoned property on the Pt. Washington Road corridor. The specific user has not been identified but it will be used as a medical offices and a rehab center. There are wetlands in the center of the property and the buildings would need to be pushed back.
- Update on Central Growth: development proposals moving forward on the city lead sewer project. The city is in the middle of a city assessment there. Veridian Homes has backed out of the TDR site at this point because of the delay in the sewer project.

- Two policy items were before the CC. Kristen Lundeen, Director of Engineering, brought forward the drainage letter of credit which has been an issue for a few years. It has been at a high price point and not in line with other communities. Kim Tollefson brought forward, per the request of the Mayor, the policy text amendment regarding short term rental of homes. There is an increase in internet based services that are connecting home owners with travelers. There is currently not any regulation and staff is putting this in place to understand the goals of the city and how it may be regulated. This will go before CC and be brought back before PC.

4. Approving Land Sale Brokerage Services Contract (Resolution #3306)

Ms. Tollefson stated that the contract from Colliers is for a 1 year contract with a \$60,000 fee. It is structured as a land acquisition fee and is payable only on a successful transaction.

Mr. Wirth commented on the terms and he suggested that they supply an update of contacts to staff every 60 days and a 6-month check-in to assess progress.

Ald. Gierl agreed with Mr. Wirth. He asked about an outside broker coming in and how that would be handled.

Ms. Tollefson answered that there would be a co-broker fee but that the buyer pays the fee.

Mr. Wirth stated that the co-broker fee works as suggested. He also commented that Colliers is not providing full brokerage services; they are providing the marketing services and not acting as the broker.

Mr. Carr asked about the speed of the project and the expected time table.

Ms. Tollefson answered that she met with Colliers to explain the public interest goals, TC zoning and expected uses. Staff would like to have the developer selected by the end of the year. The time table will be part of the development agreement.

Ald. Gierl asked when there will be a public announcement made about the property being for sale and the asking price announced. He inquired about a public hearing to be held to let the public know what is being voted on.

Ms. Tollefson answered that thus far all the conversations have been in closed session. Tonight the contract for the brokerage services will be made public. Once Colliers releases the marking packet the purchase price will be made public.

Mr. Wirth explained that the conversation and vote tonight is only about the marketing material, the purchase price is not being voted on.

Ms. Tollefson further commented that there will be several steps in this approval process. There will be public notice at the time of the Letter of Content and the draft of the sale.

Mr. Wirth suggested that Colliers should present the marketing materials to the CC and it would be a great avenue for the public to be made aware.

Mr. Wirth moved for approval with the two modifications of a six-month contract with possible extension and 60-day written summary of the contact list.

Mr. Baka seconded the motion.

***A voice vote was called.
All voted aye.***

Ms. Tollefson presented a power point presentation of the work program established in mid 2013.

- Promotion and Marketing Accomplishments:
 - Marketing materials promotion financial programs, tools & partnering organizations
 - Ongoing: Ed Webpage
Attend Chamber and County local meetings
Represent the City and the Board at various meetings
Process to promote and market buildings and sites
- Economic Data
 - Create one official document that provides the basic, factual economic data for the city ~ Done
 - Establish additional economic development data needs for residents, business (current and prospective), site selectors and public officials for policy analysis.
- Redevelopment
 - Conduct assessment of city-owned sites ~ Done
 - Assist CC, as needed on RFP's for development ~ On-Going
 - Redevelopment proposals and opportunities in TIDs ~ On-Going
 - Assist PC, or/and special committee, to develop new Zoning Code
- Housing Development
 - Central and East Growth neighborhoods and make recommendation on changes to zoning to allow growth in these areas ~ Done
- Business Outreach and Retention
 - Annual business visitations and direct calls ~On-Going
 - Round table discussions
 - Assist businesses with concerns related to city services ~ On-Going
** EDB members expressed an interest in being involved in this area
- Financial Programs
 - Revolving Loan Fund program ~ On-Going
 - Loan program under Community Reinvestment Act ~ Done
 - Assist the Council, as needed, on TID incentive applications ~ On-Going
- What's Ahead
 - City owned redevelopment site
 - Zoning code & East Growth financial
 - Branding Committee
 - Lake Michigan Bluff setback policy
 - Review of Port Washington TIF incentives
 - Port Washington beautification
 - Review of opportunities in TC TIF
 - Recreation Center

5. Announcements

- Next Meeting will be Tuesday, June 23rd at 7:30 am

6. Adjourn

Ms. Rosenberg made a motion to adjourn the meeting
Mr. Baka seconded the motion

The meeting adjourned at 8:30 am.