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Department of Community Development

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

1. Call to Order, Roll Call.

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

Staff and City Representatives Present:

Kim Tollefson, Director of Community Development
Mark Gierl, Alderman
Connie Pukaite, Alderman

2. Approval of meeting minutes

Mr. Wirth made a motion to approve the meeting minutes from June 2, 2015.
Ms. Rosenberg seconded the motion.

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

3. Convene into Closed Session:

Adjourn into closed session pursuant to Section 19.85(1)(e), Wisconsin State Statutes, deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session (Land Acquisition).

Mr. Baka made a motion to move into closed session.
Ms. Rosenberg seconded the motion.

Mr. Wirth and Mr. Gierl voted nay to going into closed session.

Mr. Wirth stated that the law states that everything should be in open session unless there is a benefit to being in closed session that is for negotiating benefits. There are not negating benefits here. He does not feel that EDB should be hiding policy discussion.

Mr. Carr took a vote to reconsider going into closed session – ***all voted aye.***
All voted aye for an open session forum.

Joe Eldredge from Colliers presented an overview of the draft marketing product and upcoming press releases and announcements with the Board.

Mr. Kollman questioned whether there is enough time in the process.

Mr. Eldredge answered that it is enough time to pick the developer.

Mr. Kollman asked about when the submitted proposals would be made public.

Ms. Tollefson answered that the deadline date of August 31st at 5:00pm would make all the submittals public. All submittals will go directly to Colliers.

There was discussion about whether the auxiliary building is included in the offer. And it was determined that a potential developer has the option to include that in their proposal or not. It is included in the \$1 purchase price.

Ald. Pukaite suggested adding language regarding the accolades of the school district as well as the low crime rate in Mequon.

Mr. Wirth expressed concern for the short period of only 6 weeks for proposal submittals.

Ald. Pukaite suggested delaying the submittal deadline to September 15th.

Ald. Gierl commented that this is a long term process and it is worth spending the time to get the best option.

Ms. Tollefson led a conversation about the submittal requirements. She stated that it is important to know the project value and the estimated assessed project increment value by phasing and timing.

Ald. Pukaite stated that she feels that the number one criteria should be project compatibility over increment value.

Ald. Gierl stated he feels that the developers will submit better proposals with less structure.

Mr. Wirth stated that the density of this project may be an issue and questioned whether CC will approve. He feels that the Common Council (CC) needs to be aware of this issue early in the process.

Ms. Tollefson explained that EDB's role is to vet through this process and to make recommendations to the CC of the preferred developer and to establish the goals that the CC should use in their evaluation process and to make sure there is consistency and that the process is fluid.

Mr. Baka inquired if EDB's goal is the economics of the project.

Ms. Tollefson answered that in this process the EDB focus will be the economic benefit to the TIF in relationship to the investment the city has made.

Mr. Wirth asked about whether the PC and CC have been made aware of the potential densities that may be presented from these proposals. He feels that PC and CC do not know what is allowed in the zoning (32 units per acre). He feels they would not support these submittals.

Ald. Pukaite suggested that a joint session with PC and CC to explain this and give more in depth information is necessary.

Ald. Gierl stated that more details to these groups are needed; they usually are given more broad spectrums and that the details are vital.

Mr. Wirth feels that there will be push back from CC based on history. He suggested having Mr. Eldredge make a presentation to PC and CC. He feels the height of proposed buildings will be received negatively.

Ald. Pukaite reiterated her feeling that there should be an open session for Colliers to present to CC to discuss height and density issues. The entire site is not being considered for tall buildings and this is important for the public to hear and understand.

Ms. Tollefson stated that once a developer is selected, it may be appropriate to have a neighborhood meeting for a presentation for residents to react to concept plans. This is unusual in the approval process but given the large size of the project, the city ownership and the transition to the single family residential neighborhood.

Mr. Wirth suggested that it be once a developer has been selected and that it be a joint strategy for a presentation. Some developers are better at this than others.

Ald. Pukatie suggested that it be marketed as an information meeting and not a public hearing because decisions will have been made. She also feels that would be appropriate for PC and CC members be present.

Mr. Eldredge is scheduled to present to the CC on July 14th.

4. Staff Updates

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

- Michael Major not moving forward on their proposed project
- Ryan Companies will most likely be before PC regarding Venture Court in August
- Children's Hospital submitting final packet per PC and CC approval and state approval
- MTC project interests - confidential

5. Announcements

- Next Meeting will be Tuesday, July 28th at 7:30 am

6. Adjourn

Mr. Wirth made a motion to adjourn the meeting

Ald. Gierl seconded the motion

The meeting adjourned at 8:50 am.