

AGENDA PACKET AMENDED JAN. 9, 2025, TO INCLUDE PRESENTATION SLIDES FOR NEW BUSINESS ITEMS C, D, & E

MEETING: REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION - AMENDED PACKET

DATE & TIME: Tuesday, January 7, 2025 at 5:30 PM

LOCATION: Germantown Village Hall Board Room
N112 W17001 Mequon Road

NOTICE: Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@germantownwi.gov by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration.

AGENDA

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*
- II. **ROLL CALL:**
- III. **APPROVAL OF MINUTES:**
 - A. September 18, 2024
 - B. October 9, 2024
- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a three (3) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.)*
- V. **UNFINISHED BUSINESS**
- VI. **NEW BUSINESS:**
 - A. Germantown Business Development Loan Pool Application-George H. Herro CPA SC
 - B. Discussion on Loan Pool Boundary
 - C. *Presentation and Discussion on Development Projects in the Village Center District (Agenda Packet amended Jan. 9, 2025, to include presentation slides)*
 - D. *Presentation and Discussion on Community Input Sessions for the Area Around the Pilgrim & Mequon Intersection (Agenda Packet amended Jan. 9, 2025, to include presentation slides)*
 - E. *Presentation and Discussion on the Richfield Intergovernmental Agreement for Sewer and Water Service (Agenda Packet amended Jan. 9, 2025, to include presentation slide)*
- VII. **ADJOURNMENT:**

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the Village Clerk at (262)250-4745 at least 2 days prior to the meeting.

MEETING:	AMENDED REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Wednesday, September 18, 2024 7:00 PM
LOCATION:	Germantown Village Hall Board Room N112 W17001 Mequon Road

MINUTES

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*

Chairperson Trustee Jolene Pieper called the Economic Development Commission meeting to order at 7:01 PM.

II. **ROLL CALL:**

Present: Chairperson Trustee Jolene Pieper, Trustee Phil Hudson, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham, Member Jim Sedgwick, Member Dani Yegge

Also Present: Village Administrator Steve Kreklow, Chief Deputy Clerk Kasie Miller

Absent: None

Excused: None

III. **UNFINISHED BUSINESS**

None.

IV. **CONSENT AGENDA:**

A. Minutes: August 14, 2024

Motion: Approve as presented

Motioned By: Phil Hudson

Seconded By: Jim Sedgwick

Yes: Jolene Pieper, Phil Hudson, Joletta Kerpan, Scott Hefle, Kimberly Higginbotham, Jim Sedgwick, Dani Yegge

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 7, No 0, Abstained 0)

V. NEW BUSINESS:

A. Draft Request for Proposals for Re-Development of Fire Station 1

Chairperson Trustee Pieper opened the floor for discussion and presentation of ideas by the Board members. She further advised this was a discussion item only and no action would be taken on this New Business Item. The overall consensus was to focus efforts on the Downtown area, which would foster new growth and provide more opportunities for use of Fire Station 1.

B. Review of Previous Ideas or Plans for the Downtown Area (*Attachments Added*)

Chairperson Trustee Pieper led discussion about redevelopment project ideas for the Downtown Area, focusing on village-owned land on the river. Possible ideas introduced were:

- Ice Skating Rink at the new DPW facility
- Kayak or bicycle rental stores
- Multi-use buildings (upper condo/rental and lower commercial)

After discussion, the Board felt it needed additional input to draw citizens into the Downtown Area and decided that a ten-question survey would be composed by the Economic Development Commission utilizing the questions from the 2050 Plan Survey. Administrator Kreklow would provide the Board with the questions used ahead of the next meeting (October 9, 2024 at 6:00 PM).

VI. ADJOURNMENT:

Chairperson Trustee Pieper adjourned the Economic Development Commission meeting at 7:53 PM.

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Wednesday, October 9, 2024 6:00 PM
LOCATION:	Germantown Village Hall Board Room N112 W17001 Mequon Road

MINUTES

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*

Chairperson Trustee Jolene Pieper called the Economic Development Commission meeting to order at 6:06 PM.

II. **ROLL CALL:**

Present: Trustee Jolene Pieper, Trustee Phil Hudson, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham, Member Jim Sedgwick, Member Dani Yegge

Also Present: Deputy Clerk Maddy Laufenberg

III. **CONSENT AGENDA:**

A. Minutes: September 18, 2024

Motion 1: Approve as presented

Motioned By: Member Higginbotham

Seconded By: Member Kerpan

Motion 2: Amend minutes to include comments from member Trustee Phil Hudson

Motioned By: Member Hefle

Seconded By: Member Kerpan

Motion 2:

Yes: Trustee Pieper, Trustee Hudson, Member Joletta Kerpan, Member Hefle, Member Higginbotham, Member Sedgwick, Member Yegge

No: None

Abstain: None

Motion 2 Carried by Voice Vote (Yes 7, No 0, Abstained 0)

Motion 1:

Yes: None

No: Trustee Pieper, Member Joletta Kerpan, Member Hefle, Member Higginbotham, Member Sedgwick, Member Yegge

Abstain: Trustee Hudson

Motion 1 Failed by Voice Vote (Yes 6, No 0, Abstained 1)

IV. UNFINISHED BUSINESS

A. Review of Previous Ideas or Plans for the Downtown Area (*Attachments Added*)

Chairperson Trustee Pieper led discussion about potential survey questions that would allow residents to provide input on redevelopment project ideas for the Downtown Area. Possible ideas introduced were:

- Demographic questions, such as age and residency of respondent
- Whether the respondent has experienced changes in their quality of life in Germantown
- What amenities the respondent would utilize most in future development projects
- How the respondent currently feels about Germantown's historic downtown area on Main Street

After discussion, the Commission felt it needed additional discussion regarding what area to focus on and what kind of development is desirable and attractive to residents.

V. NEW BUSINESS:

None

VI. ADJOURNMENT:

Chairperson Trustee Pieper adjourned the Economic Development Commission meeting at 7:00 PM.

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: George H. Herro CPA SC Telephone: 262-255-2161

Home Address: W175 N11163 StoneWood Dr. #150 Germantown WI 53022

Social Security Number: EIN 20-2372235

II. PROPOSED PROJECT

Full Legal Name of Borrower: George H. Herro CPA SC

Address: W175 N11163 StoneWood Dr. #150 Germantown WI 53022
Street City State Zip

Contact Person: George Herro Phone Number: 262-255-2161

Type of Business: CPA Firm

Year Business was established: 2005

Years Under Current Management: 19

Number of employees: Current: 4 Proposed: 6

Business Ownership:

• Sole Proprietorship

• Corporation

• LLC

• General Partnership

• LLP

• S Corporation

Landlord Information:

Name: Wexford Heights LP

Phone Number: 262-345-5432

Lease Expiration: 12/31/25 Annual Rent: \$24,252

Any relationship between the business and the Landlord?

• Yes

• No

If Yes, Describe: _____

III. LOAN REQUEST

Amount Requested: 25,000 Term Requested: 3-5 yr.

For what purposes will this credit be used? Computer Equipment + pay
NEW STAFF

How will business repay this credit? Monthly

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No

If yes, please explain: Majority of Revenue is From Jan-Apr.

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

We are upgrading computer equipment + hiring new
staff to help with increased business.

V. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the Village of Germantown?
• Yes • No If yes, what is the amount \$ _____.
Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the Village of Germantown, Economic Development Washington County, State of Wisconsin or any federal programs for the above presented project or any other property? • Yes • No
- c. Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future.
- e. Business' income tax returns for the past three (3) years, including all schedules.
- f. Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements).
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
- h. Personal Federal Income Tax Returns for the past three (3) years for each proposed borrower, owner, partner or guarantor, include all schedules.

VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable

Aging Report (Attached) Date of Report: _____

Inventory

Inventory List (Attached) Valuation: _____

Equipment

Bill of Sale (Attached) Valuation: \$ 16,442.46

Real Estate

Recorded deeds (Attached) Address: _____

Vehicles

Title(s) (Attached) Valuation: _____

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Payment	Balance	Collateral

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral

X. Top Four Customers

Name and Address	Selling Terms	% of Sales

Please read this:

The information contained in this application is provided to induce the participating partners to extend credit to you. You acknowledge and understand that participating partners are relying on the information provided in this application in deciding whether to extend credit to the applicant. Each of you represents, warrant and certify that the information provided in this application is true, correct and complete. Each of you agree to notify participating partners immediately of any materially adverse change in (1) any of the information contained in this application or (2) you or any proposed guarantor's financial condition. The participating partners are authorized to make all inquiries it deems necessary to verify the accuracy of the information contained in this application. You authorize any person or credit reporting agency to give the participating partners any information it may have about you. Each of you signing below do authorize the participating partners to obtain credit checks on you, including consumer credit checks through credit reporting agencies and direct inquiries of business(es) where you have accounts, where you worked, or other sources; (b) to contact these sources at any time whether before, during or after the term of any agreement between you and participating partners to update information or to assist the participating partners in enforcing any obligations you owe to the program; and (c) to properly report any performance with regard to credit extended to any one who may properly receive such information.

Please sign here:

Corporation or partnership applicant:

George H. Herro CPA SC
Name of entity

X George H. Herro
Authorized Signature

George H. Herro
Print Name

President 11/20/24
Title

Individual, Sole Proprietor, and Guarantors:

X _____
Authorized Signature

Print Name Date

X _____
Authorized Signature

Print Name Date

X _____
Authorized Signature

Print Name Date



W67 N222 Evergreen Boulevard, Suite 228, Cedarburg, WI 53012

November 8, 2024

Quote #: 2552161-0009

George H Herro, CPA, SC
W175 N11163 Stonewood Dr
Suite 150
Germantown, WI 53022

Subject: IT Services and Equipment Quote

Dear George,

Per our discussion, the following summarizes items for quote:

- Eight (8) Dell Latitude 3550 laptops with docking stations for the following users:
 - George, Jenny, Will, Bob, Wendi, Steve, Karen, Leslie
- Seven (7) additional Dell docking stations for users designated to work remotely and for use in the conference room:
 - George, Jenny, Bob, Steve, Will, Karen, Conference Room
- One (1) Ubiquiti CloudKey for managing access points.
- Professional service costs for basic setup and configurations.

If you have any questions, feel free to contact me at: 414-975-0368

Sincerely,

Sanford Mantooth, President
Link IT Up, Inc.



W67 N222 Evergreen Boulevard, Suite 228, Cedarburg, WI 53012

Estimated services, hardware, software, equipment, and labor costs:

(Note: Costs are estimates and subject to change due to unforeseen circumstances)

Description	Qty	Unit Cost	Extended Cost
Laptops:			
Dell Latitude 3550 Laptop	8	\$1,174.99	\$9,399.92
13th Gen Intel® Core™ i5-1335U (12 MB cache, 10 cores, 12 threads, up to 4.6 GHz Turbo)			
Windows 11 Pro, English, Spanish, French, Brazilian Portuguese			
16 GB: 2 x 8 GB, DDR5, 5600 MT/s (5200 MT/s with 13th Gen Intel® Core™ processors)			
256GB, M.2 2230, TLC PCIe Gen 4 NVMe			
15.6" FHD (1920x1080) Touch, AG, IPS, 250 nits, FHD IR Cam, WLAN			
Intel® 13th Generation i5-1335U, Intel® Integrated Iris® Xe or UHD Graphics			
Intel Rapid Storage Technology Driver			
FHD HDR IR Camera, ExpressSign-In, No Intelligent Privacy, TNR, Camera Shutter, Microphone			
English US backlit Copilot key keyboard with numeric keypad, 99-key			
Wireless Intel AX211 WLAN Driver MOD-SRV, + Bluetooth Wireless Card			
Intel Wi-Fi 6E (6 if 6E unavailable) AX211, 2x2, 802.11ax, Bluetooth Wireless Card			
3- cell, 54Wh Battery, Express Charge, Express Charge Boost capable			
65W AC adapter, USB Type-C, EcoDesign			
E4 Power Cord 1M for US			
Standard Hardware Support Service: Mail In Service 12 Months, 12 Month(s)			
Basic Onsite Service after remote diagnosis with Hardware-Only Support, 36 Month(s)			
Accidental Damage Service, 36 Month(s)			
Dell Thunderbolt 4 Dock - WD22TB4	15	\$314.80	\$4,722.00
3Y Basic Hardware Service with Advanced Exchange after Remote Diagnosis			
Subtotal:			\$14,121.92
Sales Tax:			\$776.71
Total:			\$14,898.63

Always looking to the future

www.liumsp.com



W67 N222 Evergreen Boulevard, Suite 228, Cedarburg, WI 53012

Description	Qty	Unit Cost	Extended Cost
Hardware:			
Ubiquiti CloudKey +	1	\$263.35	\$263.35
Ubiquiti PoE Adapter (15W)	1	\$10.00	\$10.00
Subtotal:			\$273.35
Sales Tax:			\$15.03
Total:			\$288.38

Description	Qty	Rate	Extended Cost
Professional Services (Labor)			
Basic system configuration to include imaging system, OS security and system updates, and create/configure user account.	8	\$140.00	\$1,120.00
<i>Please note: Delivery and onsite setup times will vary and are not included in this estimate.</i>			
CloudKey configuration	0.5	\$140.00	\$70.00
Subtotal:			\$1,190.00
Sales Tax:			\$65.45
Estimated Total:			\$1,255.45

Estimated Costs Review:	Extended Cost
Dell Latitude 3550 Laptops and Docking Stations	\$14,898.63
Hardware	\$288.38
Professional services	\$1,255.45
Estimated Total:	\$16,442.46

ACCEPTANCE

Approved by:

Signature:

George H. Herron

Print Name and Title:

George H. Herron President

Date:

11/11/24

BUSINESS DEVELOPMENT LOAN AREA

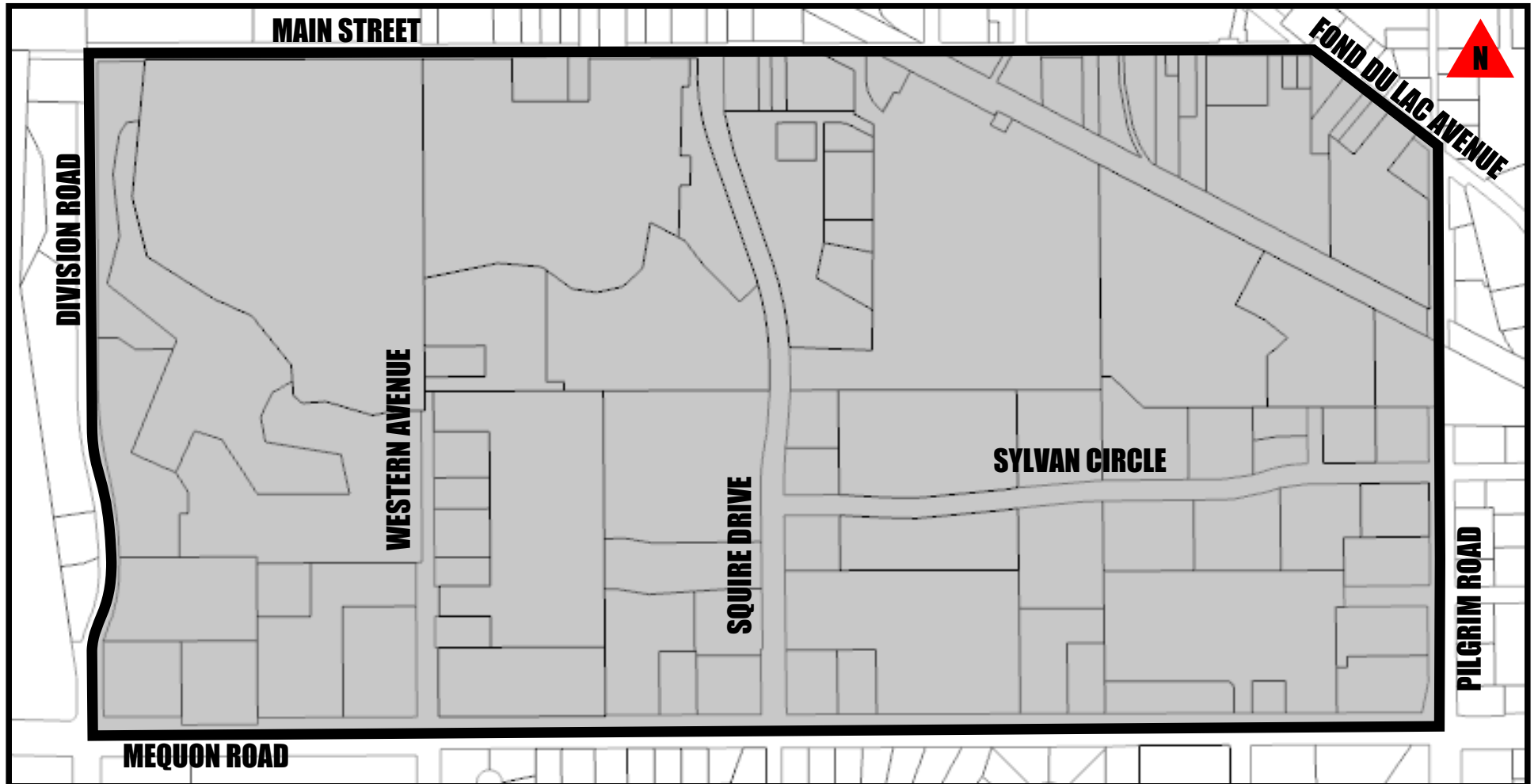
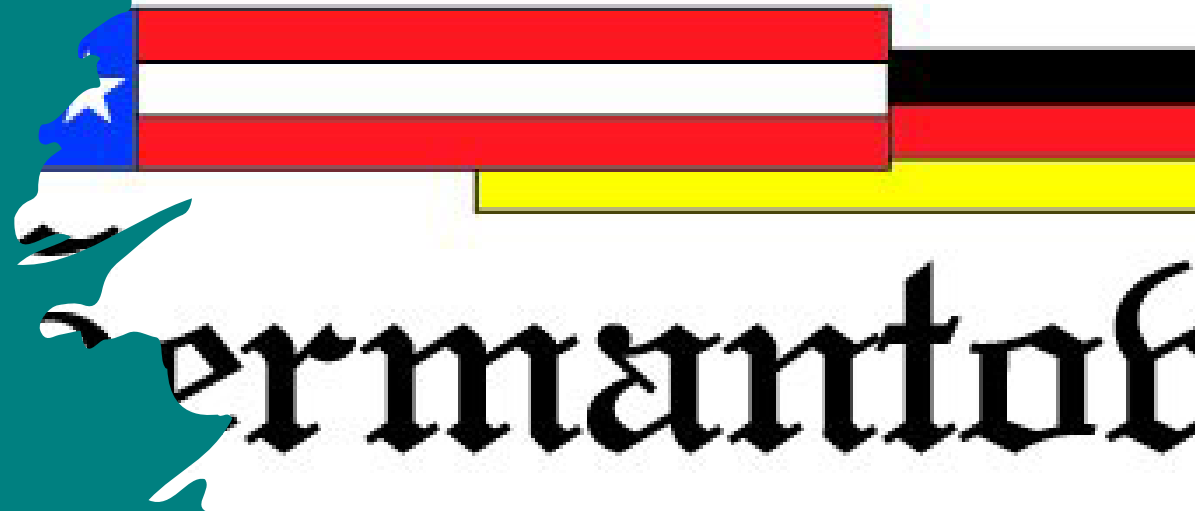


EXHIBIT NOT TO SCALE

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January 7, 2025

Economic
Development
Commission



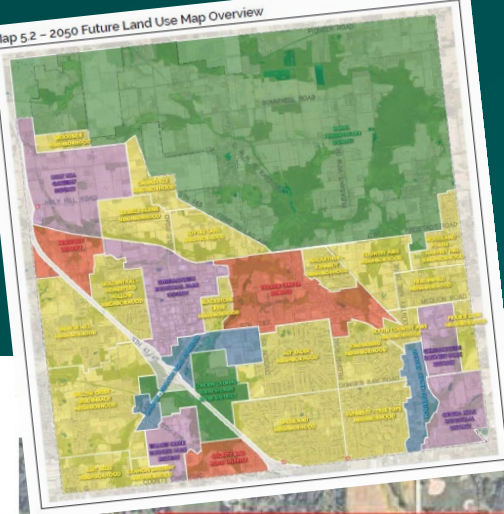
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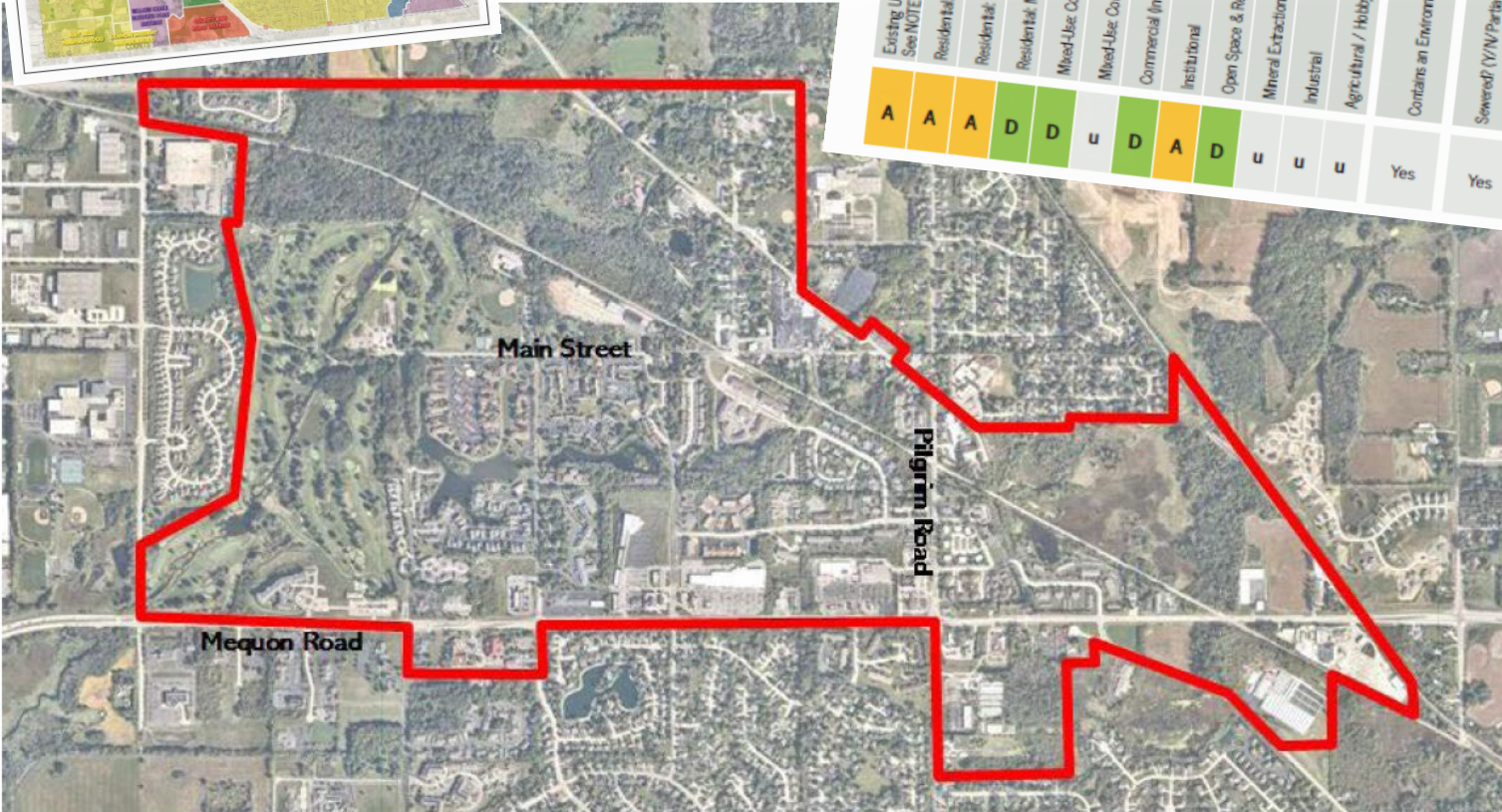
Planning our fu

VILLAGE CENTER DISTRICT

Map 5.2 - 2050 Future Land Use Map Overview



ing Boundary



PREFERRED FUTURE LAND USE Village Center District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design		Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details												Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
Residential: Single Family																	
Residential: Two to Four Family																	
Residential: Multi-Family / Senior																	
Mixed-Use Commercial / Residential																	
Mixed-Use Commercial / Industrial																	
Commercial (Includes "Activity Centers")																	
Institutional																	
Open Space & Recreational																	
Mineral Extraction																	
Industrial																	
Agricultural / Hobby Farming / Agribusiness																	
A	A	A	D	D	u	D	A	D	u	u	u	Yes	Yes	D	A	U	SF:2.9 units/ac 2-4F: 6 units/ac 25 units/acre

2050 PLAN - MEQUON @ PILGRIM ROAD

Opportunities exist at major intersections along Mequon Road for mixed-use redevelopment inclusive of outdoor gathering spaces.

Figure 6.2 – Village Center Planning Boundary

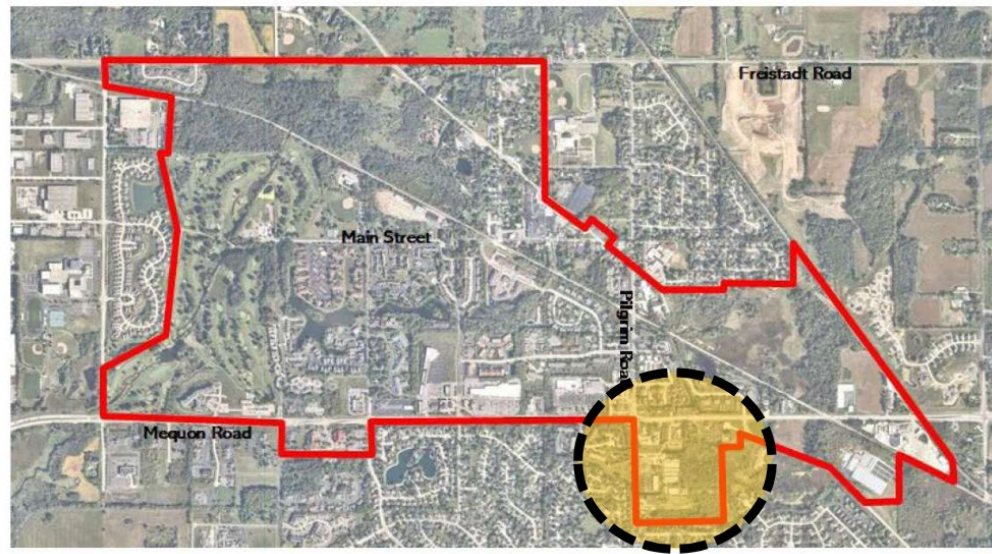
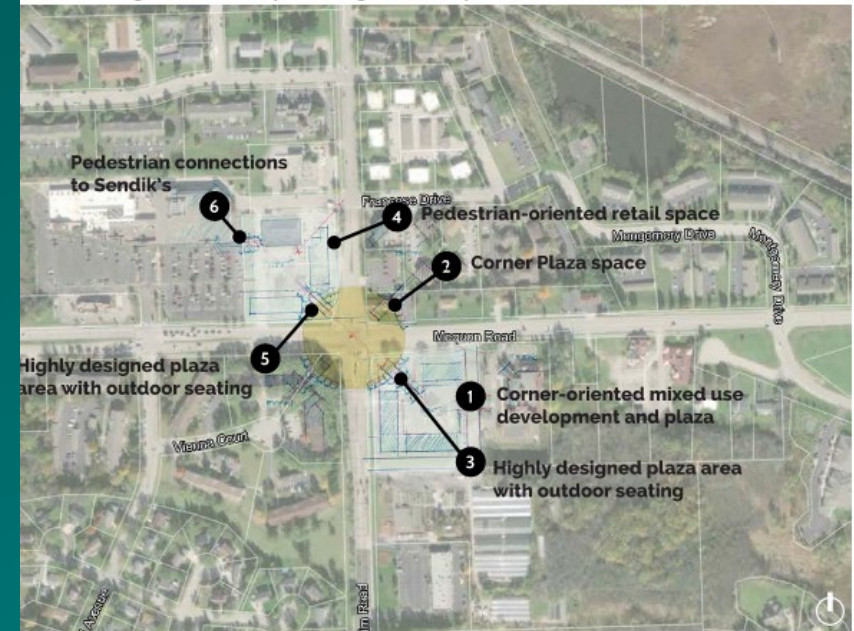


Figure 6.5 – Village Center - Mequon & Pilgrim Development Node



Traditional suburban retail centers are in need of a refresh. A reorientation from "auto-only" to "place-based, pedestrian-friendly" design is the model that thriving retail centers are embracing across the nation. Every major intersection within the Village Center along Mequon Road should look for ways to strategically place buildings that frame outdoor spaces, introduce intentional green/scaping (vs. left-over 9' wide parking islands), and allow for mixed-use buildings with residential above.



VILLAGE CENTER NEXT STEPS

The purpose for the new Village Center is to leverage public-private partnerships to create a “heart” of Germantown that focuses on the synergies of various densities of housing and mixed retail/activities, all accessible through new pedestrian infrastructure.



VILLAGE CENTER

Planning Process

What has been done to date....

- ☐ A Real Consultant CopeLand Real Estate Service, LLC has been hired to assist in navigate the Village Center project
- ☐ Discussion with Land Owners for Potential Sites
- ☐ Discussion with Ehlers's on Potential Financial Feasibility of the Village Cetner
- ☐ Traffic Analysis & Design, Inc. (TADI) was engaged to do a Traffic Impact Analysis at the intersection of Pilgrim Road and Mequon Road.
- ☐ Kapur, a professional engineering firm, has been engaged for survey, wetland delineation and civil services.
- ☐ Endpoint Solutions has been engaged for a Phase I environmental.
- ☐ RINKA has been engaged for master planning services and Community Engagement



VILLAGE CENTER

Community Engagement

Community Engagement to expand the vision already started in the 2050 plan.

Open House #1 & Survey:

- ❑ Open House: November 14, 2024
- ❑ Online Survey (via Mentimeter): November 14th - December 4th
 - Mentimeter is a preferred way of hosting a community engagement activities:
 - Enhanced engagement through real-time interaction and activities.
 - Increased equity by lowering participation barriers by allowing for more uniform access to the survey. Especially when also providing paper copies.
 - Better outcomes due to heightened engagement and immediate facilitator responsiveness.
 - Superior analytics through live visualizations and detailed export capabilities that can be combined with more traditional methods to have a more comprehensive analysis.



VILLAGE CENTER

Community Engagement

Open House #2 & Survey:

❑ Scheduled for January 22, 2024



VILLAGE CENTER

Community Engagement

Meeting with Others In Community:

- ☐ Chamber of Commerce
- ☐ Historical Society
- ☐ Parks and Recreation
- ☐ Developers
- ☐ Commercial Brokers



Richfield Intergovernmental Agreement

