

<b>MEETING:</b>	<b>REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION</b>
<b>DATE AND TIME:</b>	<b>Tuesday, July 8, 2025 6:00 PM</b>
<b>LOCATION:</b>	<b>Germantown Village Hall Board Room N112 W17001 Mequon Road</b>

**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 Jan Miller called the Economic Development Commission meeting to order at 6:00 PM.

II. **ROLL CALL:**

**Present:** Trustee Jan Miller, Member Joletta Kerpan(left at 7:00PM), Member Scott Hefle, Member Kimberly Higginbotham

**Excused:** Member Jim Sedgwick, Member Dani Yegge, Trustee Kristen Borst

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

III. **MEETING MINUTES:**

A. Minutes: June 17, 2025 (ACTION)

**Motion:** Approve as presented

**Motioned By:** Member Joletta Kerpan

**Seconded By:** Member Scott Hefle

**Yes:** Trustee Jan Miller, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham

**No:** None

**Abstain:** None

**Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)**

- 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 four (4) 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.) Comments that may be injurious to village personnel or other individuals will not be allowed.*

There was no citizen input.

**V. UNFINISHED BUSINESS:**

A. Review Municipal Code Section 1.379 (ACTION)

Chairperson Trustee Jan Miller provided an update on the revisions to Municipal Code Chapter 1.379, which were reviewed by Village Attorney Brian Sajdak. Miller noted that the newly added section (5)(e) covered the Commission's concerns regarding administration of the Business Loan Pool. Additionally, Administrator Kreklow advised that the Village Board adopted a resolution in 2017 that granted the Commission the authority to manage the program.

**Motion:** Approve the edited changes to Section 1.379 of the Municipal Code related to Economic Development as put forth by Attorney Sajdak and move to the Village Board for final approval.

**Motioned By:** Member Scott Hefle

**Seconded By:** Member Joletta Kerpan

**Yes:** Trustee Jan Miller, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham

**No:** None

**Abstain:** None

**Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)**

B. Business Loan Fund - Brochure & Target Businesses (DISCUSSION)

Trustee Jan Miller provided members with the current Business Loan Pool brochure and recapped the program for those members who were unable to attend the previous meeting. Miller established a goal for the Commission to have \$100,000 in approved applications to the Business Loan Pool by the end of 2025 and urged members to connect with potential businesses. Members discussed various strategies to promote the Business Loan Pool program, such as organizing a seminar with Bank Five Nine and gathering testimonials from prior Business Loan Pool participants.

**VI. NEW BUSINESS:**

A. Goal A – Beautification Program – Sub Committee is Kristen & Dani – UPDATE on the Village of Germantown approved action and ideas for VOG discussed at PWHC (DISCUSSION)

Trustee Jan Miller announced that during the Public Works and Highways Committee meeting on July 2, 2025, a contract was approved for an amount not to exceed \$15,000 to seal coat the parking lots at Village Hall and the Library. The Department of

Public Works also indicated that they would re-stripe the lines in the parking lots. Furthermore, the Public Works and Highways Committee presented six additional beautification ideas for the Economic Development Commission to consider. Members engaged in discussions regarding the ideas and will be requesting quotes from the Department of Public Works. The Economic Development Commission will then re-evaluate the ideas, with the potential to propose a 2026 budget request to the Village Board.

B. Goal B – “Celebrate Germantown” - Sub Committee – Joletta & Jim – Start the Germantown LOGO Contest” – (DISCUSSION AND ACTION)

Trustee Jan Miller established the Celebrate Germantown Subcommittee, with its first goal to launch a Germantown Logo Contest. The members engaged in discussions regarding the logistics of the contest and determined that the Subcommittee would present its findings at an upcoming Economic Development Commission meeting.

**Motion:** Appoint Members Joletta Kerpan and Jim Sedgwick to the Celebrate Germantown Subcommittee

**Motioned By:** Member Scott Hefle

**Seconded By:** Member Kimberly Higginbotham

**Yes:** Trustee Jan Miller, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham

**No:** None

**Abstain:** None

**Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)**

C. Goal C – Revisit and Update 2050 Plan – Sub Committee – Kim & Scott – 2050 Comprehensive Plan Categories to start is Economic Development Section (p119 -129) and the Implementation Plan (p 202 – 203) include but not limited to Transportation and Schools. (DISCUSSION AND ACTION) (2050 Comprehensive Plan: [www.germantownwi.gov/578/2050-Comprehensive-Plan](http://www.germantownwi.gov/578/2050-Comprehensive-Plan))

Trustee Jan Miller established the 2050 Plan Subcommittee, with its first goal to evaluate the Economic Development Section and Implementation Plan to include, but not limited to, transportation and schools.

**Motion:** Appoint Members Kimberly Higginbotham and Scott Hefle to the 2050 Plan Subcommittee

**Motioned By:** Member Scott Hefle

**Seconded By:** Trustee Jan Miller

**Yes:** Trustee Jan Miller, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham

**No:** None

**Abstain:** None

**Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)**

Member Jolitta Kerpan left after this vote at 7:00pm. Administrator Kreklow advised that the meeting could continue on as the remaining items were discussion only.

The members engaged in discussions regarding the Subcommittee's goals and determined that the Subcommittee would present its findings at an upcoming Economic Development Commission meeting. Additionally, Trustee Jan Miller advised that the Economic Development of Washington County (EDWC) would be invited to speak at the August or September Economic Development Commission meeting.

- D. EDWC – Review Current Quarterly Hours, Add to one of the Pillars - Operation Store Front -Identifying strategy to backfill empty storefronts. (DISCUSSION)

Administrator Kreklow explained the quarterly Economic Development of Washington County (EDWC) subscription status report and how hours were used and how they have been used in the past. He advised that the second quarter statement had not yet been released, but would provide that to the commission members once available. Administrator Kreklow provided examples of items the Economic Development Commission could request in order to utilize some of the EDWC's hours. Members engaged in discussion and would review the 2050 Comprehensive Plan Subcommittee's findings to guide their decisions regarding their EDWC's usage.

**VII. ADJOURNMENT:**

**Motion:** Adjourn

**Motioned By:** Member Scott Hefle

**Seconded By:** Member Kimberly Higginbotham

Chairperson Trustee Jan Miller adjourned the Economic Development Commission meeting at 7:36 PM.