

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, September 9, 2025 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 Jan Miller called the Economic Development Commission meeting to order at 6:00 PM.

- II. **ROLL CALL:**

Present: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Scott Hefle
Excused: Member Jim Sedgwick
Also Present: Chief Deputy Clerk Kasie Miller

- III. **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.*

District 1 Trustee David Baum spoke about the Economic Development Commission's purpose, City of West Allis's Economic Development Group structure and services, and to have the Village Board provide a clear direction for the Commission.

Citizen Melanie Smythe spoke about the past and present efforts of the Economic Development Commission.

- IV. **MEETING MINUTES:**

Motion: Approve the minutes from the July 8, 2025 Economic Development Commission, August 8, 2025 "Celebrate Germantown" Sub-Committee, and August 11, 2025 Beautification Sub-Committee Meetings with the addition of the citizen member names (Trustee Baum and Tyler Borst) that attended and participated in the Beautification Sub-Committee Meeting.

Motioned By: Member Scott Hefle

Seconded By: Member Joletta Kerpan

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Scott Hefle

No: None

Abstain: None

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

- A. July 8, 2025, Economic Development Commission Meeting Minutes (ACTION)
- B. August 8, 2025, "Celebrate Germantown" Sub-Committee Minutes (ACTION)
- C. August 11, 2025, Beautification Sub-Committee Minutes (ACTION)

V. UNFINISHED BUSINESS:

There was no Unfinished Business.

VI. SUB-COMMITTEE REPORTS:

- A. Goal A - Beautification Program Sub-Committee (DISCUSSION)

Trustee Kristen Borst provided a summary of the meeting held on August 11, 2025. The Sub-Committee discussed various business and community engagement ideas, and to continue promoting the Business Loan Fund.

- B. Goal B - "Celebrate Germantown" Sub-Committee (DISCUSSION)

Member Joletta Kerpan presented a summary of the meeting held on August 8, 2025. The Sub-Committee discussed the Village's logo and other potential community engagement projects.

- C. Goal C - 2050 Comprehensive Plan Sub-Committee (DISCUSSION)

Member Scott Hefle indicated that the 2050 Comprehensive Plan Sub-Committee could not meet due to time constraints, work obligations due to the flood, and the resignation of one member. Trustee Jan Miller informed the Commission that recommendations to fill the two vacant positions would be voted on at the September 15, 2025, Village Board Meeting.

VII. NEW BUSINESS:

- A. Goal D - Business Loan Fund - 2025 Business Loan Applications - Target Businesses and Goal of \$100,000 by December 31, 2025 (DISCUSSION & ACTION)

Trustee Jan Miller explained the Business Loan Pool process. Discussion ensued regarding strategies and tactics for soliciting businesses and providing education. No action needed on this Item as no list of businesses to contact was presented to vote upon.

This, subsequently, led to conversations regarding Item E as they are related.

- E. Updated 2025 Business Loan Pool Brochure (DISCUSSION & ACTION)

Member Jolitta Kerpan presented a flyer for approval concerning the Germantown Business Loan Pool Seminar scheduled for October 30, 2025, from 8:30am - 9:30am. Upon tonight's approval, the flyer will be presented to Bank Five Nine for final approval and will be made available for sharing on the Village and Chamber websites and other media outlets.

Motion: Approve the Germantown Business Loan Pool Seminar brochure and forward to Bank Five Nine for final approval.

Motioned By: Member Jolitta Kerpan

Seconded By: Member Scott Hefle

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Jolitta Kerpan, Member Scott Hefle

No: None

Abstain: None

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

- B. 2050 Comprehensive Plan - Economic Development Section (pg 119-129) and Implementation Plan (pg 198-199) (DISCUSSION)

As the Sub-Committee has not met, Member Scott Hefle advised this discussion should be placed on the next meeting's agenda.

- C. EDWC - Review 2nd Quarter Hours (DISCUSSION)

The Commission reviewed the Economic Development of Washington County's second quarter statement. A representative of the EDWC was requested to attend a future meeting to explain the utilization of the EDWC's hours and how they can assist the EDC in areas such as business expansion, new business recruiting, and retail, site and workforce development.

- D. 2026 Budget for EDC - Beautification Part of DPW (DISCUSSION)

Trustee Jan Miller indicated that the Economic Development Commission does not have a set budget, however, the Department of Public Works has allocated a portion of its 2026 budget for certain beautification items that the EDC could recommend such as the installation of hanging flower baskets on every other light pole on Mequon Road.

VIII. NEXT MEETING DATES:

Trustee Jan Miller proposed the next meeting dates for the Economic Development Commission. Given that there are two vacancies and one excused absence for tonight, a quorum will be established for the proposed dates after the September 15, 2025 Village Board Meeting.

- A. October 14, 2025
- B. November 11, 2025
- C. December 9, 2025

IX. ADJOURNMENT:

Trustee Jan Miller allowed members to provide announcements of upcoming events prior to meeting adjournment.

Motion: Adjourn

Motioned By: Member Scott Hefle

Seconded By: Trustee Kristen Borst

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Scott Hefle

No: None

Abstain: None

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

The Economic Development Commission Meeting was adjourned at 6:59 PM.