

**MEETING:                   REGULAR MEETING OF THE ECONOMIC  
DEVELOPMENT COMMISSION**

**DATE & TIME:           Tuesday, October 28, 2025 at 6:00 PM**

**LOCATION:                   Germantown Village Hall Board Room  
N112 W17001 Mequon Road**

Any member of the body and/or citizen may attend the meeting virtually through the WebEx platform, Meeting # **2554 240 7033** Password: **jS9AYTJJx52** which can be accessed by phone at **408-418-9388** or by clicking the link below:  
<https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m608a8bcde36435ee4ecdc452a4d1f107>

Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to [comments@germantownwi.gov](mailto: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. Previously recorded meeting videos can be viewed at: [https://www.youtube.com/channel/UCOYp0EgELzTCa9X\\_iCohyhQ](https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ)

### **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:** *Welcome New Commissioners Melanie Smythe and Jeffrey Voyer*
- 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.*
- IV. **MEETING MINUTES:**
  - A. September 9, 2025 (ACTION)
- V. **UNFINISHED BUSINESS:**
  - A. Business Loan Fund - 2025 Business Loan Applications - Target Businesses and Goal of \$100,000 by December 31, 2025 (DISCUSSION)
  - B. 2025 Business Loan Pool Event on October 30, 2025 (ANNOUNCEMENT)
  - C. Sub-Committee Reports
    1. Goal A - Beautification Program Sub-Committee (DISCUSSION)
    2. Goal B - "Celebrate Germantown" Sub-Committee (DISCUSSION)
    3. Goal C - 2050 Comprehensive Plan Sub-Committee (DISCUSSION)
- VI. **NEW BUSINESS:**
  - A. Reorganization of Sub-Committees (DISCUSSION)
  - B. EDC Communication & Data Base (DISCUSSION)
  - C. Celebrate Germantown Marketing Campaign - VIDEOS (Short) – Priorities (DISCUSSION & ACTION)
  - D. Beautification - Mequon Road Improvement – Flower Beds and/or Trees in Medians – Meet with Tree Committee – DPW (DISCUSSION & ACTION)
  - E. Operation Store Front

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1. List of Empty Warehouses for Lease – List of Available Warehouse Space with Square Footage Plus Lots for Sale in the Village of Germantown (DISCUSSION & ACTION)
2. County Line Road – Empty Box Stores (DISCUSSION & ACTION)

**VII. NEXT MEETING DATES:**

- A. November 11, 2025
- B. December 9, 2025

**VIII. 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.

Notice is hereby given that a possible quorum of other boards, committees, and/or commissions may attend this meeting to gather information about an item over which they have decision-making responsibility. This may constitute a meeting of these bodies per State ex rel. Badke v Greendale Village Board, even though these bodies will not take formal action at this meeting.

<b>MEETING:</b>	<b>REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION</b>
<b>DATE AND TIME:</b>	<b>Tuesday, September 9, 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, 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.