

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, October 28, 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:** *Welcome New Commissioners Melanie Smythe and Jeffrey Voyer*

Present: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle(arrived at 6:04PM), Member Melanie Smythe

Absent: none

Excused: Member Jeffrey Voyer

Also Present: Village Administrator Steve Kreklow, 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.*

There was no Citizen Input.

- IV. **MEETING MINUTES:**

A. September 9, 2025 (ACTION)

Motion: Approve the minutes from the September 9, 2025, Economic Development Commission as presented

Motioned By: Member Joletta Kerpan

Seconded By: Member Melanie Smythe

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Melanie Smythe

No: None

Absent: Member Scott Hefle

Abstain: Member Jim Sedgwick

Motion Passed by Voice Vote (Yes 4, No 0, Absent 1, Abstained 1)

V. UNFINISHED BUSINESS:

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

Trustee Jan Miller provided an overview of the Business Loan Pool program. Discussion ensued regarding strategies and tactics for soliciting businesses. This item will be placed on the next meeting's agenda for further discussion.

- B. 2025 Business Loan Pool Event on October 30, 2025 (ANNOUNCEMENT)

Trustee Jan Miller provided flyers to the commissioners promoting the Business Loan Pool Seminar on October 30, 2025 from 8:30 AM - 9:30 AM in the Village Hall Board Room.

- C. Sub-Committee Reports

See motion in New Business Item A as Unfinished Item C and New Business Item A were combined.

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)

Motion: Move Unfinished Business Item C and include with New Business Item A

Motioned By: Trustee Kristen Borst

Seconded By: Member Scott Hefle

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle, Member Melanie Smythe

No: None

Abstain: None

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

Commissioners discussed the dissolution of the Sub-Committees and noted that the Economic Development Commission is now being broadcast over Channel 25, and live-streamed and downloaded to the Village's YouTube Channel.

A formal vote will be recorded at the next meeting regarding the dissolution of the Economic Development's Sub-Committees.

B. EDC Communication & Data Base (DISCUSSION)

Trustee Jan Miller confirmed that the best line of communication with commissioners was by email. Commissioners were reminded about Open Meetings Law, specifically regarding walking quorums and negative quorums. Village Administrator Kreklow discussed items subject to open records requests. Chief Deputy Clerk Kasie Miller will research the potential of a shared database for commissioners.

C. Celebrate Germantown Marketing Campaign - VIDEOS (Short) – Priorities (DISCUSSION & ACTION)

Trustee Jan Miller provided an example flyer to commissioners regarding the 'Celebrate' Germantown Marketing Campaign. Commissioners will present their ideas of a new tagline/name for the marketing campaign at the next meeting. The first video of the 'Celebrate' Germantown Marketing Campaign, featuring Apple Works Winery, will be presented at the next meeting.

D. Beautification - Mequon Road Improvement – Flower Beds and/or Trees in Medians – Meet with Tree Committee – DPW (DISCUSSION & ACTION)

Trustee Kristen Borst and Member Joletta Kerpan recommended a "Bier Stein" program for a Beautification project. Trustee Jan Miller advised that the funding for the hanging baskets on Mequon Road fell through, noting that the current poles were not as sturdy as those on Main Street and could not withstand the weight.

Discussion ensued regarding the funding and maintenance of flower beds and trees in the median.

Motion: Discontinue the discussion of the flower beds.

Motioned By: Member Jim Sedgwick

Seconded By: Member Joletta Kerpan

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle, Member Melanie Smythe

No: None

Abstain: None

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

E. Operation Store Front

Sub-Items 1 and 2 were discussed concurrently. No motions were made on either Sub-Item.

Village Administrator Steve Kreklow provided commissioners a map of real estate listings for lots for sale that were 5 acres or larger. Kreklow met with a commercial real estate broker who advised that they could not provide raw real estate data but could provide periodic summary data to the commissioners. Kreklow recommended that the commissioners focus on one area first, possibly Sub-Item 2 County Line Road - Empty Box Stores. Lastly, Christian Tscheschlok of Economic Development of Washington County would be available for the December 9, 2025, meeting and Administrator Kreklow would verify what resources EDWC could provide the EDC regarding "Operation Storefront".

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:

Motion: Adjourn

Motioned By: Member Joletta Kerpan

Seconded By: Member Scott Hefle

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle, Member Melanie Smythe

No: None

Abstain: None

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

The Economic Development Commission Meeting was adjourned at 6:46 PM.