

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, November 11, 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 6:01 PM.

II. **ROLL CALL:**

Present: Trustee Jan Miller, Trustee Kristen Borst, Member Jim Sedgwick, Member Melanie Smythe

Excused: Member Joletta Kerpan, Member Scott Hefle, Member Jeffrey Voyer

Also Present: Village Administrator Steve Kreklow, Deputy Clerk Maddy Laufenberg, Communications Coordinator Brenton Schimp

III. **MEETING MINUTES:**

- A. October 28, 2025 (ACTION)

Motion: Approve as presented

Motioned By: Jim Sedgwick

Seconded By: Kristen Borst

Yes: Jan Miller, Kristen Borst, Jim Sedgwick, Melanie Smythe

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. Dissolution of Subcommittees (ACTION)

Motion: Approve the Dissolution of Subcommittees as presented

Motioned By: Kristen Borst

Seconded By: Jim Sedgwick

Yes: Jan Miller, Kristen Borst, Jim Sedgwick, Melanie Smythe

No: None

Abstain: None

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

B. EDC Communication & Database (DISCUSSION)

Village Administrator Kreklow and Deputy Clerk Laufenberg advised that, per the recommendation of the Village Attorney, a collaborative database shared by Economic Development Commissioners is not permissible under Open Meeting Law.

VI. NEW BUSINESS:

A. Germantown Marketing Campaign Videos - Formerly "Celebrate Germantown" (PRESENTATION, DISCUSSION, AND ASSIGNMENTS)

Communications Coordinator Schimp provided a sample campaign video, as well as a presentation about potential campaign strategies and next steps. Commissioners discussed considerations regarding the audience, goals, budget, and intent of this campaign.

B. Business Loan Pool 10/30/2025 Seminar Debrief and Next Steps (DISCUSSION)

Member Smythe provided a debrief from the Business Loan Pool Seminar on October 30th, and commissioners discussed next steps for marketing the program and potential future seminars.

C. Operation Storefront Update (DISCUSSION AND ASSIGNMENTS)

Village Administrator Kreklow provided industrial vacancy rate data from the Commercial Association of Realtor (CARW) for the Northwest Industrial Submarket.

VII. NEXT MEETING DATE:

A. Tuesday, December 9, 2025

VIII. ADJOURNMENT:

Motion: Adjourn at 7:40 PM

Motioned By: Jim Sedgwick

Seconded By: Kristen Borst

Yes: Jan Miller, Kristen Borst, Jim Sedgwick, Melanie Smythe

No: None

Abstain: None

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

DRAFT