

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, January 13, 2026 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 Joletta Kerpan, Member Scott Hefle, Member Melanie Smythe, Member Jeffrey Voyer

Excused: Member Jim Sedgwick

Also Present: Deputy Clerk Maddy Laufenberg, Village President Bob Soderberg

III. **ANNOUNCEMENTS:**

Commissioner Smythe spoke about her recent efforts to meet local hotel owners, and her citizen comments given to the Plan Commission.

Chairperson Trustee Jan Miller spoke about the recent deaths of Germantown residents Ken Miller and Russ Wendland, and the upcoming Mid-Moraine Municipal Association Legislative Committee meeting and Dinner meeting.

- 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.*

Lynne Schauer Bednarz (W156N10121 Pawnee Ct) spoke regarding the Village budget and the 2050 Comprehensive Plan.

Trustee David Baum (N128W12442 Highland Rd) spoke regarding Unfinished Business Item C (Operation Storefront Update).

V. MEETING MINUTES:

A. December 9, 2025 (ACTION)

Motion: Approve as presented

Motioned By: Kristen Borst

Seconded By: Jeffrey Voyer

Yes: Jan Miller, Kristen Borst, Joletta Kerpan, Scott Hefle, Melanie Smythe, Jeffrey Voyer

No: None

Abstain: None

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

VI. UNFINISHED BUSINESS:

A. Germantown Marketing Campaign - EDC Commissioners Ideas for a Marketing Campaign with Videos (DISCUSSION AND POSSIBLE ACTION)

Motion: Request that the Tourism Commission Takes on Unfinished Business Items A & B (Germantown Marketing Campaign)

Motioned By: Melanie Smythe

Seconded By: Jeffrey Voyer

Yes: Jan Miller, Kristen Borst, Joletta Kerpan, Scott Hefle, Melanie Smythe, Jeffrey Voyer

No: None

Abstain: None

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

B. Formerly "Celebrate Germantown" Campaign - EDC Commissioners Ideas for New Name (DISCUSSION AND POSSIBLE ACTION)

C. Operation Storefront Update

Village President Soderberg provided context regarding empty storefronts and his work compiling the Operation Storefront documents.

1. List of Empty Warehouses for Lease with Square Footage (DISCUSSION AND POSSIBLE ACTION)

2. List of Available Lots for Sale in the Village of Germantown (DISCUSSION AND POSSIBLE ACTION)

3. List of Empty Box Stores on County Line Road (DISCUSSION AND POSSIBLE ACTION)

D. Germantown Business Loan Pool Monthly Report - YTD Update Regarding Number of Applications (DISCUSSION)

Updates were provided by Chairperson Trustee Jan Miller regarding her upcoming meeting with Bank FiveNine to restructure the loan pool application. She also shared a goal of hosting 2–3 loan pool seminars each year to market the program to local businesses.

E. Beautification of Germantown (DISCUSSION)

Discussion ensued regarding a potential future budget for beautification projects.

VII. NEW BUSINESS:

A. Report from EDWC on Flamingo Marine Expansion in Germantown (PRESENTATION)

At the request of Chairperson Trustee Jan Miller, this item is tabled until the next Economic Development Commission meeting.

VIII. NEXT MEETING DATES:

A. February 10, 2026

B. March 10, 2026

IX. ADJOURNMENT:

Motion: Adjourn at 7:11 PM

Motioned By: Scott Hefle

Seconded By: Melanie Smythe

Yes: Jan Miller, Kristen Borst, Joletta Kerpan, Scott Hefle, Melanie Smythe, Jeffrey Voyer

No: None

Abstain: None

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