

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, July 14, 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 Scott Hefle called the Economic Development Commission meeting to order at 6:00 PM.

II. **ROLL CALL:**

Present: Trustee Scott Hefle, Trustee Patrick Kaiser, Member Jim Sedgwick, Member Joletta Kerpan, Member Jeffrey Voyer, Member Melanie Smythe, Member Joey Carini

Excused: Member Derek Arnold

Also Present: Chief Deputy Clerk Kasie Miller, Community Development Director Jeff Retzlaff, and Mitch Brouse of SRF Consulting.

- 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.*

David Baum (N128W12442 Highland Rd) spoke regarding the Economic Development Commission and Village Planning.

IV. **MEETING MINUTES:**

A. June 9, 2026, Meeting Minutes (ACTION)

Motion: Approve as presented

Motioned By: Melanie Smythe

Seconded By: Patrick Kaiser

Yes: Scott Hefle, Patrick Kaiser, Jim Sedgwick, Joletta Kerpan, Jeffrey Voyer, Melanie Smythe, Joey Carini

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 7, No 0, Abstained 0)

V. UNFINISHED BUSINESS:

A. Review of the Germantown Business Survey (DISCUSSION AND ACTION)

Member Voyer and Trustee Kaiser presented their survey to gather feedback from local businesses about challenges and opportunities in Germantown. Commissioners understand the survey should be brief, concise, and should encourage participation. Discussion ensued regarding defining the target audience, such as current businesses or potential new businesses, that would tailor the survey appropriately. Distribution tactics were further discussed, noting the utilization of the Germantown Area Chamber of Commerce's business list and possible utilization of the Village's SurveyMonkey subscription.

Motion: For the Current Survey Team (Voyer, Kaiser) to focus on a Germantown Business Survey of existing businesses and to work on the contents of an introductory survey and a more in-depth survey once a database has been compiled.

Motioned By: Melanie Smythe

Seconded By: Patrick Kaiser

Yes: Scott Hefle, Patrick Kaiser, Jim Sedgwick, Joletta Kerpan, Jeffrey Voyer, Melanie Smythe, Joey Carini

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 7, No 0, Abstained 0)

B. Discussion of Creating a Village of Germantown Development Process Guide (DISCUSSION AND POSSIBLE ACTION)

Commissioner Smythe presented the need to create a development process guide. Key issues presented included stormwater management, reviewing conflicting studies, and updating the 2050 Plan's goals. Commissioners agreed that more time for review is needed before taking action on a development process guide.

VI. NEW BUSINESS:

A. Village Center District Community Engagement Program - Review and Discussion of Economic Development Potential of Village-Owned Properties (Flowersource, Ascension, Grosenick and Main Street Recycling Center Parcels). Presentation & Discussion with Mitch Brouse, SRF Consulting, and Village Staff. (DISCUSSION)

Community Development Director Jeff Retzlaf and Mitch Brouse, a Planner with SRF

Consulting, presented on the Village Center District Community Engagement program which focused on the redevelopment potential of four village-owned parcels. Brouse and Retzlaff summarized the comprehensive plan's vision for mixed-use, pedestrian-friendly development, and outlined the overall engagement process done thus far. SRF Consulting is seeking the Commission's advisory input to incorporate into a final report for the Village Board. Commissioners provided feedback supporting slow, community-supported growth with phased developmental processes. Additionally, they expressed concerns about redevelopment challenges and housing affordability to encourage more business employee residencies.

VII. NEXT MEETING:

A. August 18, 2026

VIII. ADJOURNMENT:

Chairperson Trustee Hefle adjourned the Economic Development Commission at 7:33PM.