

Village of



MEETING: REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION

DATE & TIME: Tuesday, September 15, 2026 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 #: **2552 815 7567** Password: **MbWv7yd7c3S** which can be accessed by phone at 408-418-9388 or by logging on at <https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m1105d1de108157d951e921342fd7edfe>

Citizens not wishing to attend the meeting personally or virtually may submit any public comments by filling out the [Online Comment Form](#) by 4:00 PM on the day of the meeting so that it can be provided to the members of the body for their consideration.

Previously recorded Board, Committee, and Commission meeting videos can be viewed at <https://www.youtube.com/@villageofgermantownwi>

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:**
- 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. August 18, 2026, Meeting Minutes (ACTION)
- V. **BUSINESS DEVELOPMENT LOAN POOL APPLICATIONS:**
 - A. Germantown Business Development Loan Pool Application: Chevelle Smith, Belle Salon (ACTION)
- VI. **UNFINISHED BUSINESS:**
 - A. Finalize the EDC Business Survey to Send Out Via Tally IO (DISCUSSION AND ACTION)
- VII. **NEW BUSINESS:**
 - A. EDC Chair Report and Review (PRESENTATION)

- B. Initial Discussion of the Department of Administration (DOA) Demographics Versus Southeastern Wisconsin Regional Planning Commission (SWRPC) and Milwaukee Metropolitan Sewage District (MMSD) / Others (DISCUSSION)

VIII. NEXT MEETING:

- A. Tuesday, October 13th, 2026

IX. 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.

Village of

Germantown

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DEVELOPMENT COMMISSION

DATE & TIME: Tuesday, August 18, 2026 at 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 6:01 PM.

II. **ROLL CALL:**

Present: Trustee Scott Hefle, Trustee Patrick Kaiser, Member Jim Sedgwick, Member Melanie Smythe (via WebEx), Member Joey Carini, Member Derek Arnold

Excused: Member Joletta Kerpan, Member Jeffrey Voyer

Also Present: Deputy Clerk Maddy Laufenberg

- 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.*

No citizen comments were submitted.

IV. **MEETING MINUTES:**

A. July 14, 2026, Meeting Minutes (ACTION)

Motion: Approve as presented

Motioned By: Patrick Kaiser

Seconded By: Derek Arnold

Yes: Scott Hefle, Patrick Kaiser, Jim Sedgwick, Melanie Smythe, Joey Carini, Derek Arnold

No: None

Abstain: None

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

V. UNFINISHED BUSINESS:

- A. Final Review of EDC Business Survey Questions (DISCUSSION AND ACTION)

Chairperson Trustee Hefle led discussion about possible questions to include in the Business Survey, which platform should be used to collect submissions, and how to advertise the survey to local businesses.

VI. NEW BUSINESS:

- A. EDC Chair Report and Review (PRESENTATION)

Chairperson Trustee Hefle provided a follow-up report regarding possible redevelopment of vacant strip malls, and spoke about Bottle and Barrel opening in Germantown.

- B. Prioritization of 2026 EDC Goals and Initiatives (DISCUSSION AND ACTION)

- C. Development Process Guidelines (DISCUSSION)

VII. NEXT MEETING:

- A. Tuesday, September 15, 2026

VIII. ADJOURNMENT:

Due to a tornado warning, Chairperson Trustee Hefle adjourned the Economic Development Commission meeting at 6:34 PM while presenting New Business Item A. New Business Items B and C and the next meeting date were not discussed or acted upon.



BUSINESS OF THE ECONOMIC DEVELOPMENT COMMISSION

MEETING DATE: September 15, 2026

PLACEMENT: Action Item

ITEM TITLE: Germantown Business Development Loan Pool Application:
Chevelle Smith, Belle Salon (ACTION)

SUBMITTED BY: Maddy Laufenberg, Deputy Clerk

SUMMARY EXPLANATION:

Applicant Chevelle Smith, owner of Belle Salon (N112W16510 Mequon Rd), has submitted a Germantown Business Development Loan Pool application for a possible expansion of the salon into the adjoining retail space.

ATTACHMENT:

1. 09-04-26 Chevelle Smith, Belle Salon_Redacted

STAFF RECOMMENDATION:

Approval of the Business Development Loan Pool application for Chevelle Smith, Belle Salon.

ACTION BY COMMITTEE:

GERMANTOWN BUSINESS DEVELOPMENT LOAN POOL APPLICATION

I. APPLICANT INFORMATION

Name: Cherelle Smith Telephone: [REDACTED]
Home Address: [REDACTED]
Social Security Number: [REDACTED]

II. PROPOSED PROJECT

Full Legal Name of Borrower: Cherelle Smith - Belle Chaux LLC
Address: 1112 WILSON MEQUAN RD, ST D, GERMANTOWN, WI 53022
Street City State Zip
Contact Person: Cherelle Smith Phone Number: 414 587 9113
Type of Business: Hair Salon
Year Business was established: 2019
Years Under Current Management: 7
Number of employees: Current: 4 Proposed: 10+
Business Ownership:

• Sole Proprietorship

• Corporation

• LLC

• General Partnership

• LLP

☒ S Corporation

Landlord Information:

Name: LARRY POPP DMIP INVESTMENTS

Phone Number: 715 697 0585

Lease Expiration: _____ Annual Rent: _____

Any relationship between the business and the Landlord?

• Yes

☒ No

If Yes, Describe: _____

Working on
negotiating new
lease to include the
new space/expansion

III. LOAN REQUEST

Amount Requested: \$25,000 Term Requested: 10 year / MAX

For what purposes will this credit be used? expansion into the space
next door.

How will business repay this credit? monthly payments with the
intention of a faster repayment when more team
members are hired

Is business subject to either seasonal or cyclical cash flow variations? • Yes • No

If yes, please explain: _____

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application. Attach additional information if necessary.

Please read this:

The information contained in this application is provided to induce the participating partners to extend credit to you. You acknowledge and understand that participating partners are relying on the information provided in this application in deciding whether to extend credit to the applicant. Each of you represents, warrant and certify that the information provided in this application is true, correct and complete. Each of you agree to notify participating partners immediately of any materially adverse change in (1) any of the information contained in this application or (2) you or any proposed guarantor's financial condition. The participating partners are authorized to make all inquiries it deems necessary to verify the accuracy of the information contained in this application. You authorize any person or credit reporting agency to give the participating partners any information it may have about you. Each of you signing below do authorize the participating partners to obtain credit checks on you, including consumer credit checks through credit reporting agencies and direct inquiries of business(es) where you have accounts, where you worked, or other sources; (b) to contact these sources at any time whether before, during or after the term of any agreement between you and participating partners to update information or to assist the participating partners in enforcing any obligations you owe to the program; and (c) to properly report any performance with regard to credit extended to any one who may properly receive such information.

Please sign here:

Corporation or partnership applicant:

Name of entity

X _____
Authorized Signature

Print Name

Title

Individual, Sole Proprietor, and Guarantors:

X Charlene Smith
Authorized Signature

Charlene Smith
Print Name Date

X _____
Authorized Signature

Print Name Date

X _____
Authorized Signature

Print Name Date

Purpose of Loan for Belle Salon

This loan would be used towards the expansion of Belle Salon. Recently, the space next to our current location off of Mequon Road became available and we now have the opportunity to lease it to expand our business. This has been a dream since we opened our current location.

In this expansion, we would add another 6 styling chairs and potentially a room to offer some aesthetic services. Our current location only has 4 styling chairs and we have quickly outgrown the space. By adding another 6 more chairs and doubling our space we will be able to service many more people in the Germantown area and surrounding communities. It will also allow us to create more jobs for stylists most of which will be women. We will also potentially add a guest experience team which could include high schoolers. This would be a great opportunity for youth interested in the beauty industry and looking for some exposure to the industry.

The expansion would require us to take down the wall that currently separates our current space from the new space. We would need to do cosmetic work. We would need to do flooring throughout, add electrical, add plumbing, add a couple of shampoo bowls and more. We will need to get new salon equipment including shampoo bowls, salon chairs, cabinets and stations.

In addition to creating more jobs, we believe this will make a strong impact on the Germantown community. As a salon team, we thoroughly enjoy being present in the Germantown community. We sponsor local events like Music at the Pavillon and the Germantown Christmas festival. We are sponsors of the Warchix, and sports teams through the recreation department. We also donate to many local fundraising events. We are an active member of the Germantown Chamber of Commerce. In addition, I am a graduate of Germantown Leadership Class of 2026 and now a Germantown Chamber of Commerce Ambassador. Belle Salon was also the Germantown Chamber of Commerce Business of the year in 2024.

Belle Salon was built on collaboration, community and connection. We collaborate often with local businesses for events. We also host quarterly Women Owned Business vendor events. For these events, we have several local and women owned businesses come in to our space to sell their goods and promote their services. These events have become wildly successful and are a great opportunity for connections not only for our salon clients but also the Germantown and surrounding communities. It has evolved into also hosting The Belle Bash at Fireman's Park in September. Last year we had 20 local and women owned vendors and well over 100 attendees. Expanding our space would give us more room to host these events and other events like it for the community. With this expansion we will continue to grow and nurture the community we have built at of Belle Salon. We look forward to building more connections and continue to collaborate with other local small businesses.

EDC Survey Questions

1. What is your current business footprint in our community?

- We currently operate here and want to expand
- We operate elsewhere but are looking to relocate/expand
- We are brand new looking to open our first location

2. What are the primary barriers preventing you from expanding/moving here? (select all that apply)

- Availability of suitable commercial/industrial real estate.
- Cost of land, rent, construct
- Difficulty finding qualified skilled labor
- Property taxes are too high
- Outdated or missing infrastructure (roads, utilities, internet, cell reception)
- Too many hurdles with Zoning and Permitting
- Lack of access to Capitol, Grants, Incentives
- Other_____

3. If Germantown could offer one specific form of support, what would be the most impactful for your business?

- Permitting and Zoning
- Financial assistance (TIF, Grants, Low interest loans)
- Infrastructure cost sharing, Property tax abatements

-Workforce development or recruitment programs with local schools

-Improved infrastructure (select all that apply)

-Cell service

-Utilities

-Roads

-Internet

4. What specific type of space or infrastructure does your operation require?

-Lot size_____

And/or

-Building sq. ft. _____

-Property type

-Office

-Retail

-Light

-Industrial/Warehouse

-Mixed-Use

5. Contact information (optional)

Name:

Title:

Company:

Email:

Phone:



BUSINESS OF THE ECONOMIC DEVELOPMENT COMMISSION

MEETING DATE: September 15, 2026

PLACEMENT: Discussion

ITEM TITLE: Initial Discussion of the Department of Administration (DOA)
Demographics Versus Southeastern Wisconsin Regional Planning
Commission (SWRPC) and Milwaukee Metropolitan Sewage
District (MMSD) / Others (DISCUSSION)

SUBMITTED BY: Scott Hefle, Trustee

SUMMARY EXPLANATION:

See the memo below on Wisconsin Statute 16.001-16.004 and others.

Wisconsin Department of Administration (DOA)
Statutory Powers Related to Population Demographics

1. Official Population Estimates

Statute: Wis. Stat. § 16.96(2)

The DOA prepares annual population estimates for all Wisconsin municipalities and counties. These estimates are the official numbers used for state programs, including shared revenue, levy limits, expenditure restraint program eligibility, library funding formulas, utility rate studies, and tax increment district modeling.

2. Official Population Projections

Statute: Wis. Stat. § 16.96(3)

The DOA produces long-range population projections for counties, municipalities, school districts, and the state. These projections support long-term planning, infrastructure investment, school district enrollment forecasting, and regional planning.

3. State Census Liaison Statute: Wis. Stat. § 16.96(1)

The DOA serves as Wisconsin's State Data Center Lead Agency, acting as the official liaison to the U.S. Census Bureau. Responsibilities include coordinating census activities, ensuring data accuracy, supporting local governments, and managing census boundary validation and challenges.

ATTACHMENT:

STAFF RECOMMENDATION:

Discussion Item Only.

ACTION BY COMMITTEE:

