

APPROVED MINUTES
Special Village Board Meeting
TID 7 Commercial Site Workshop
Wednesday, July 27, 2022 at 6:00 p.m.
Jackson Municipal Complex
Village Board Room
N168W19851 Main Street
Jackson, WI 53037

1. Call to Order and Roll Call

Pres. Schwab called the meeting to order at 6:00 p.m.

Members Present: Trustees Emmrich, Engelhardt, Heckendorf, Kruepke, Matter, and Wells.

Staff Present: Administrator Jen Keller

Also Present: Christian Tscheschlok, Executive Director of Economic Development Washington County

2. Discussion and Possible Action Regarding Development of Publicly Owned Land for Commercial Purposes – Tax Key: V3_053600C

Christian Tscheschlok began the workshop by reviewing data discussed at the June Village Board meeting and provided more information to the Village Board with the addition of the Cedarburg market data. The four topics discussed during the workshop included the purpose of the EDWC Development project, the summary of insights from EDWC, the Village Board's expected future state of the site, and the identified approach to development.

- I. Purpose of project – It was determined density, investment, timeline, and vision are important to project success. Time is of importance to the Board, as is maximizing return to local taxpayers. The last item of importance is the type of development which takes shape on the site. It was determined by the Board a recruitment packet is the ideal outcome for Staff to engage commercial development players.
- II. Summary of insights – The addition of Cedarburg in the trade area presented significant competition for commercial industry in Jackson. There is also a population density concern which Jackson does not compare as competitively as the trade areas of Germantown, West Bend and Cedarburg. Suitability analysis yielded strong competition for Jackson to attract commercial uses focusing in health and fitness, some food/pub industry, pet store and services, and boutique retail.
- III. Establish future stated – The board directed Staff that prioritization of time with flexibility in types of use is the need on the site.
- IV. Identify approach to development – The Village Board supported the EDWC and Village approach to development which would require higher level of management, manage agreements, and require a moderate budget allocation.

It was determined Staff will take the next step by assembling an action plan, finalize success definition and clarify the approach to the proposal.

20. Adjourn

Motion by Pres. Schwab, second by Tr. Wells, to adjourn.
Vote: 7 ayes, 0 nays. Meeting was adjourned at 8:02 p.m.

Respectfully submitted:

Jen Keller
Village Administrator