

**Village of Cambridge
Economic Development Committee
Amundson Community Center- Community Room
200 Spring St. Cambridge, WI 53523
Tuesday, January 7, 2025 5:00 p.m.**

Agenda

1. Call to Order/Roll Call
2. Proof of Posting
3. Public Appearances/Citizen Input
4. Approval of Minutes from December 3, 2024
5. New Business: Discussion and Possible Action Regarding:
6. Old Business: Discussion and Possible Action Regarding:
 - a. Signs, Canopies, Awnings and Billboards Ordinance updates to include murals
 - b. Food Truck Permitting
 - c. UW Whitewater: Enactus-RenewTowns Project Update
7. Setting of next meeting date
8. Questions, Referrals to Staff or Future Agenda Items
9. Adjournment

NOTE:

1. Persons needing special accommodations should call 423-3712 at least 24 hours prior to the meeting.
2. A quorum of the Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village Trustees. No matters shall be considered by said Village Board members nor shall any action be taken by said Village Board members at this meeting.
3. More specific information about agenda items may be obtained by calling 423-3712.

Lisa Moen, Administrator/Clerk/Deputy Treasurer

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Economic Development Committee
Amundson Community Center- Community Room
200 Spring St. Cambridge, WI 53523
Tuesday, December 3, 2024 5:00 p.m.**

MINUTES

1. **Call to Order/Roll Call:** Brian Kreklau called the meeting to order at 5:00 p.m. Members present: Chris Kreuger, Matt McFalls, John Scott, Kayla Sipple and Brian Kreklau. Others present: Lisa Moen, Administrator; Mark McNally, Village President.
2. **Proof of Posting:** The agenda was posted in the upper and lower levels of the Amundson Community Center, Badger Bank, Cambridge Post office and the Village Website.
3. **Public Appearances/Citizen Input:** President McNally reported that the Kwik Trip is opening on Thursday, December 5, 2024. The Brew Pub is aiming to open this weekend. Cambridge Christmas is this weekend, Santa will be making an appearance.
4. **Approval of Minutes from November 7, 2024**

Kayla Sipple Made a motion to approve the minutes, correcting the attendance, seconded by Chris Kreuger. Motion carried.

5. **New Business: Discussion and Possible Action Regarding:** None

6. **Old Business: Discussion and Possible Action Regarding:**

- a. **Room Tax Ordinance:** The redlined version as well as the attorney's final draft were provided to committee members. Sipple had a number of questions:
 1. How was the 70/30% split determined? State law governs, 30% is the highest that we can retain.
 2. Determining who receives the funds in future years? The current recipient is to provide financials, plans. Others can also submit their plans. Committee will make final decision. It is not meant that one organization will receive in perpetuity.
 3. How do we know when someone no longer is renting? There will be different forms – this is the first step to allow us to move forward. We will still be creating forms, etc.
 4. How do we let residents know? At this time, it appears that there are only 3 entities that will fall under the ordinance. We will send a letter to those three entities. Also press release and on the website.
 5. Hard to predict how much revenue this will bring in. Original estimates are \$11,000- \$12,000 annually. Looking at this for the future, if a hotel/motel comes to town.
 6. Staff will provide updates to the Committee, especially after quarterly reports.

Chris Krueger made a motion to recommend to the Village Board approval of the Room Tax Ordinance that was reviewed by legal counsel, seconded by John Scott. Motion carried.

- b. Signs, Canopies, Awnings and Billboards Ordinance updates to include murals:**
The Collaborative is interested in doing a mural. Collaborate with the Arts Council. Invite Laurie Struss to our next meeting. Crosses with our sign ordinance. Grant opportunities for beautification? Define mural? Plaques/qr codes explaining? Make it easier for someone wanting to do a mural – give some guidance.
- c. UW Whitewater: Enactus-Renew Towns Project Update:** Kayla Sipple has met with them 5 times since our last meeting. Collaborative 523 will be heading the project. Currently working on a lease. How can this committee help? How can we help those that don't win? Some communities have a revolving loan fund, partner with banks and property owners, possibly extend the prize to more than one business. Alternate years with the reverse pitch. The HS DECA teacher is aware and interested. Once the lease is finalized they can begin working on other aspects and partnerships.
- d. Garland/Flowers Main Street 2025 Update:** The Public Works Committee met on November 21 and the Village Board met on November 26. Both bodies agreed that Village staff would water flowers, put up holiday lights and garland, and that the Village flower baskets and pots could be used in 2025. There was discussion that the Board would like to request funds from the Cambridge Foundation for flowers and garland in 2025. If that request is denied, they would welcome the Collaborative 523's assistance.

7. **Setting of next meeting date:** Tuesday, January 7, 2025, 5:00 p.m.

8. **Questions, Referrals to Staff or Future Agenda Items:**

- a. Visit visitcambridgewi.com to see all the events for Cambridge Christmas.
- b. Food Truck Permitting – look at ordinances from other small municipalities. Also a good discussion to have with the Arts Council.

9. **Adjournment:** Kayla Sipple made a motion to adjourn, seconded by Chris Kreuger. Motion carried. Brian Kreklau adjourned the meeting at 5:59 p.m.