



VILLAGE OF MENOMONEE FALLS NOTICE OF PUBLIC MEETING

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**COMMUNITY DEVELOPMENT AUTHORITY
Menomonee Falls Village Hall, Room 2245
W156N8480 Pilgrim Road, Menomonee Falls, WI
Monday, April 21, 2025, 7:30 a.m.**

1. Call to Order.
2. Approval of the March 17, 2025 minutes.
3. Discussion and possible action on a matching Economic Development Master Fund (EDMF) grant for **VEJC MILL FALLS RENTALS LLC, C/O STEVE ROMAGNA** to repave the parking lot and alley associated with the building located at N88W16447 Main Street, on the parcel identified by Tax Key Number 11.322.
4. Focus on Menomonee Falls Downtown
 - Report by Vice-Chairperson Kaus on Business Improvement District events and operations
 - 2025 Calendar of Events
 - New restaurants in the works
 - Village Park Beer Garden update
5. Adjournment.

THIS AGENDA IS SUBJECT TO REVISION

Members of the Village Board and other Village committees, boards, commissions and authorities may attend and participate at this meeting, but will not take official action unless the notice so provides.

No qualified individual with a disability shall, by reason of that disability, be excluded from participation in or be denied benefits of the services, programs, or activities of the Village of Menomonee Falls, or be subject to discrimination by the Village. If you are disabled and require special accommodation, please advise the Village Clerk's Office at (262) 532-4200 no later than 5 days before the scheduled meeting or activity.



CDA Agenda

2.

Meeting Date: 04/21/2025

Topic: Approval of the March 17, 2025 minutes

From: Mark Fitzgerald, Village Manager

Department: Administration

Subject:

Approval of the March 17, 2025 minutes.

CDA Minutes - 03-17-25

DRAFT

Village of Menomonee Falls, Wisconsin

COMMUNITY DEVELOPMENT AUTHORITY

Meeting Minutes

Monday, March 17, 2025

Vice-Chairperson Jeffrey Kaus called the meeting to order at 7:30 AM

Present: Vice-Chairperson Jeffrey Kaus; Commissioner Matthew Hayes;
Commissioner Joseph Hager; Trustee Steve Taggart

Absent: Chairperson Curt Koll; Commissioner Megan Beatty; Trustee Brad
Jubber

Staff Village Manager Mark Fitzgerald; Director of Economic Development &
Present: Tourism Matt Carran

APPROVAL OF MINUTES:

Motion by Commissioner Joseph Hager, second by Trustee Steve Taggart to approve the December 16, 2024 minutes.

Vote: 4 - 0 Motion Carried

BUSINESS DEVELOPMENT LOAN POOL APPLICATION OF GABRIELLE WARE:

Motion by Commissioner Joseph Hager, second by Trustee Steve Taggart to approve the Business Development Loan Pool (BDLP) application of **GABRIELLE WARE** for the tenant space located at N88W16593 Main Street, subject to the five conditions listed in the Staff Report.

Vote: 4 - 0 Motion Carried

ECONOMIC DEVELOPMENT MASTER FUND GRANT - ST. PAULS UNITED CHURCH OF CHRIST:

Motion by Commissioner Joseph Hager, second by Trustee Steve Taggart to approve a 50% matching Economic Development Master Fund (EDMF) grant in an amount not to exceed \$20,000 for **ST. PAULS UNITED CHURCH OF CHRIST** to remove and replace their existing two signs with new LED digital signs at N89W16856 Appleton Avenue, subject to the applicant obtaining all necessary permits from the Engineering and Development Department.

Vote: 4 - 0 Motion Carried

REPORT ON BID EVENTS AND OPERATIONS:

Jeffrey Kaus, the CDA representative on the Business Improvement District Board, provided a report on recent BID events. He mentioned the BID has fewer events early in the year, but they are working on the new sponsorship program for 2025 events.

REVIEW OF 2024 ANNUAL REPORT:

Matt Carran provided a review of the 2024 Annual Report (attached to the Agenda) and answered questions from CDA members related to that report.

ADJOURNMENT:

Motion by Trustee Steve Taggart, second by Commissioner Joseph Hager to adjourn.

Vote: 4 - 0 Motion Carried

The Community Development Authority adjourned at 8:02 AM.

Minutes transcribed by Julie Burkard, Secretary

Minutes approved on , 20



CDA Agenda

3.

Meeting Date: 04/21/2025

Topic: Mill Building Parking Area

From: Matt Carran, Director of Economic Development & Tourism

Department: Administration

Date of CDA Action: 04/21/2025

Subject:

Discussion and possible action on a matching Economic Development Master Fund (EDMF) grant for **VEJC MILL FALLS RENTALS LLC, C/O STEVE ROMAGNA** to repave the parking lot and alley associated with the building located at N88W16447 Main Street, on the parcel identified by Tax Key Number 11.322.

Staff Report

Aerial

Street View of Public Alley

Catch Basin

Current Conditions of Public Alley

Pedestrian Trail Exhibit

EDMF Grants Issued in 2025

Community Development Authority Staff Report – April 21, 2025
EDMF Grant Request for the Mill Building Parking Area
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Discussion and possible action on a matching Economic Development Master Fund (EDMF) grant for **VEJC MILL FALLS RENTALS LLC, C/O STEVE ROMAGNA** to repave the parking lot and alley associated with the building located at N88W16447 Main Street, on the parcel identified by Tax Key Number 11.322.

INTRODUCTION

The Village of Menomonee Falls allocated funds for the Economic Development Master Fund (EDMF) Grant program with the intent to improve properties and enhance the tax base within TID No. 9. The EDMF grant program is designed to encourage business development, while providing for the recapitalization and growth of the program. Business establishments or property owners located in TID No. 9, willing to invest in qualified physical building and site improvements, are eligible for the EDMF grant program.

The CDA has the role of determining whether or not a project is ultimately eligible for EDMF funding, but delegates this role to the Director of Economic Development and Tourism when the matching grant is \$10,000 or less.

The EDMF grant program is limited to a maximum amount of \$20,000 per property, per year; however, the CDA may waive these funding limits as outlined in the CDA bylaws.

SITE LAYOUT

The parcel configuration is unique to the Village in that the Mill Building (located at N88W16447 Main Street) has a dedicated parking lot on a separate parcel. The only access to the Mill Building parking lot is through a public alley, as shown in the attached aerial photo.

The public alley is also utilized as a trail connection from Main and Water Streets to Lime Kiln Park and the Menomonee River. The northern portion of the public alley has been paved to provide access to the private parking area. The pavement in the public alley, south of the access to the parking area, is reduced to a width of 6 feet to accommodate a pedestrian trail connecting within the Lime Kiln Park trail. While some residents are aware of the trail connection, it is unclear if the alley is public or private, and the paved trail is not easily seen from the street. The “Street View of Public Alley” attachment helps show this.

A stormwater catch basin is located within the public alley, near the southwest corner of the Robin’s Nest Building (East side of the public alley). Recent inspections found chunks of concrete within the catch basin, and when this was looked into further, it was found the west side wall of the catch basin had collapsed. The asphalt around the catch basin is also in poor condition, as shown in the “Catch Basin” attachment.

PROPOSAL

The property owner submitted an application for an EDMF Grant to help fund the repavement of the parking lot. The applicant states this proposal will benefit the residents walking to trail, and that he would allow the parking area to be utilized as “over flow” during community events.

Since staff believes the applicant can repair the catch basin and repave the public alley at a lower cost and shorter time frame than the Village, we requested the applicant obtain quotes for both the public and private improvements.

Community Development Authority Staff Report – April 21, 2025
EDMF Grant Request for the Mill Building Parking Area
Page 2 of 2

The application materials contain four quotes for various elements of this project. These quotes include a low bid in the amount of \$48,941 to clean out, repair, and re-set the catch basin, and to repave the public alley and private parking lot.

One of the bids did not include a cost to repave the public alley, and the other two bids ranged in price between \$50,706 and \$52,072.

EDMF CRITERIA

Since the requested grant is larger than \$10,000, the CDA is required to approve the EDMF Grant based on the following criteria:

- The request must contain a minimum of 50% match from the private sector
- The maximum grant is \$20,000 per property per year, however the CDA may waive these funding limits
- All monies must be distributed as a reimbursement
- All grant monies must be spent on the grant funded project
- The applicant must demonstrate tax base enhancement
- The project must be an eligible activity

COMMENTS

Parking lot enhancements are specifically noted as “Eligible Activities” for funding through the EDMF Grant program. Since all of the estimates are over \$40,000, the typical EDMF grant recommendation would be \$20,000; however, the public alley is also deteriorating (shown in the attachment “Current Conditions of Public Alley”), the catch basin in the public alley is failing, and the existing trail head to Lime Kiln Park is “hidden” from public view.

As a condition of the EDMF Grant, the applicant has agreed to stripe a 6-foot wide area within the public alley, placing pedestrian stencils within the striped area, from Main Street to the 6 foot wide existing trail head as shown on the attached “Pedestrian Trail Exhibit”.

The applicants estimate to clean out, repair and re-set the catch basin, and to repair and repave the public alley – in the amount of \$10,167 – is likely lower than the Village could obtain, and will allow the entire area to be improved at the same time, enhancing the aesthetics of the area.

RECOMMENDATION

Staff recommends the CDA approve a \$20,000 EDMF Grant for the parking lot enhancements on the parcel identified by Tax Key Number 11.322 subject to the applicant striping a six foot wide dashed outline with four (4) pedestrian stencils consistent with the attached “Pedestrian Trail Exhibit”. Since the catch basin in the public alley is failing, and the existing pavement is deteriorating in the public alley, and since the applicant can repair the catch basin and repave the public alley quicker and at a lower cost than the Village, Staff recommends the CDA waive the funding limits to reimburse the applicant for the following:

- Clean out, repair, and reset the catch basin in the public alley in the amount of \$1,500.
- Repave the public alley in the amount of \$8,667

For a total EDMF Grant not to exceed \$30,167

The Mill Building - N88W16447 Main St



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The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

Notes:

Printed: 3/20/2025



Street View of Public Alley



Catch Basin at Southwest Corner of Robin's Nest Building



Current Condition of Public Alley



Pedestrian Trail Exhibit



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EDMF Grants issued in 2025

American Legion	-	\$3,250.00
Larry Bennett	-	\$9,283.50
St. Paul's Church	-	<u>\$20,000.00</u>
Total	-	<u>\$32,533.50</u>

It should be noted, the Village set aside \$200,000 for the EDMF Grant program this year. We will be 1/3 through the year at the end of April. If we waive the funding limits for this Grant, and approve the issuance of this \$30,167 grant, we would have allocated \$62,700.50 so far this year vs the \$66,667 if we would have issued 1/3 of the available funding.



CDA Agenda

4.

Meeting Date: 04/21/2025

Topic: Focus on Menomonee Falls Downtown

From: Mark Fitzgerald, Village Manager

Department: Administration

Subject:

Focus on Menomonee Falls Downtown

- Report by Vice-Chairperson Kaus on Business Improvement District events and operations
- 2025 Calendar of Events
- New restaurants in the works
- Village Park Beer Garden update

2025 Calendar of Events

Village Park Beer Garden



MENOMONEE FALLS
DOWNTOWN DISTRICT
wheremain&appletonmeet



UPCOMING EVENTS

Feb. 7-8

Chocolate Walk

April 5

Downtown Pub Crawl

June 17-21

Make & Take Shop Hop

July 19

Falls Lavender Fest

Sept. 11

Ladies Night

Oct. 4

Falls Harvest Fest

Oct. 23

Downtown Trick-or-Treat

Dec. 1-21

Elfie Scavenger Hunt

Nov. 29

Small Business Saturday

Dec. 5-6

Downtown Cookie Crawl

Dec. 13

Falls Christkindl Market

menomoneefallsdowntown.com
N88W16606 Main St.
262-251-8797



Follow Us!





MENOMONEE FALLS EVENTS

building our community one event at a time

our events

winter

JANUARY

25 ART WALK DOWNTOWN [W/FALLS ART@LARGE]

FEBRUARY

22 FALLS WEDDING FAIR @ HOT HOUSE [W/TEC]

spring

MAY

16 FALLS FAMILY MOVIE NIGHT @ VILLAGE PARK

24 FALLS MEMORIAL FEST @ MAIN STREET, MILL POND
PLAZA & VILLAGE PARK

25 FREE CONCERT FOR OUR VETS @ VILLAGE PARK

summer

JUNE

4 BEER GARDEN @ VILLAGE PARK

11 BEER GARDEN @ VILLAGE PARK

12 FALLS SUNSET CONCERT SERIES @ VILLAGE PARK

18 BEER GARDEN @ VILLAGE PARK

25 BEER GARDEN @ VILLAGE PARK

26 FALLS SUNSET CONCERT SERIES @ VILLAGE PARK

summer

JULY

2 BEER GARDEN @ VILLAGE PARK

9 BEER GARDEN @ VILLAGE PARK

10 FALLS SUNSET CONCERT SERIES @ VILLAGE PARK

16 BEER GARDEN @ VILLAGE PARK

23 BEER GARDEN @ VILLAGE PARK

24 FALLS SUNSET CONCERT SERIES @ VILLAGE PARK

30 BEER GARDEN @ VILLAGE PARK

31 FALLS FAMILY MOVIE NIGHT @ VILLAGE PARK

summer

AUGUST

6 BEER GARDEN @ VILLAGE PARK

9 FALLS KIDS FESTIVAL @ VILLAGE PARK

13 BEER GARDEN @ VILLAGE PARK

14 FALLS SUNSET CONCERT SERIES @ VILLAGE PARK

20 BEER GARDEN @ VILLAGE PARK

23 FALLS FESTIVAL OF THE ARTS @

MAIN STREET, MILL POND PARK & PLAZA

27 BEER GARDEN @ VILLAGE PARK

28 FALLS SUNSET CONCERT SERIES @ VILLAGE PARK

fall

SEPTEMBER

3 BEER GARDEN @ VILLAGE PARK

6 FALLS FAMILY MOVIE NIGHT @ VILLAGE PARK

***** Falls
MEMORIAL FEST



2025



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