Village of Mukwonago
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING
Notice of Meeting and Agenda
Thursday, October 12, 2017

Time: 6:00 p.m.
Place: Mukwonago Municipal Building/Board Room, 440 River Crest Court

1. Call to Order

2. Roll Call

3. Approval of Minutes of the September 19 and 28, 2017 meetings

4. Comments from the Public
   The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.

5. Recommendation to Village Board for appointment of vacant 2nd Alternate Member position

6. Unfinished Business
   Discussion and Possible Action on the Following Item
   A. Continued Discussion from Visioning Exercise (Appr 60 min)
      1) What does the Downtown mean for Mukwonago?
      2) Identify Committee Goals and Action Items

7. New Business
   Discussion and Possible Action on the Following Items
   A. Review of WEDC Connect Communities program and consideration of submission of application (Appr 15 min)
   B. Consideration of reschedule of November 9, 2017 meeting date

8. Comments from the Public
   The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.

9. Adjournment

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Clerk’s Office, 440 River Crest Court, (262) 363-6420, Option 4.
MINUTES OF THE REGULAR DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING
Notice of Meeting and Agenda
Wednesday, September 5, 2017

Call to Order
Village Clerk-Treasurer called the meeting to order at 5:34 p.m. located in the Board Room of the Mukwonago Municipal Building, 440 River Crest Ct.

Roll Call
Committee members present: Doug Bruins
Eric Brill
Tina Chitwood
Diana Doherty
Ray Goodden
Mark Penzkover
Sue Perkins
Jason Wamser
John Weidl
Fred Winchowky

Committee member absent: April Reszka

Also present: Steven Braatz, Jr., Clerk-Treasurer
Bruce Kaniewski, Village Planner/Zoning Administrator
Eliza Pautz, 2nd Alternate Member

Introductions
Committee members and Village Staff introduced each other and gave brief backgrounds.

Election of Committee Positions
Motion by Weidl/Penzkover to appoint Wamser as Committee chairperson carried.

Motion by Wamser/Weidl to appoint Chitwood as Committee vice-chairperson carried.

Motion by Winchowky/Penzkover to appoint Perkins as Committee secretary carried.

Meetings procedures
Braatz explained Open meetings law requirements, various Roberts Rules of Order and parliamentary procedures, minutes requirement, and there will be audio and visual recordings of the meetings.

Committee reporting structure, Committee rules, and agenda structure
Braatz explained that the Committee reports to the Village Board. The Committee would like the Village Board to decide when and how often they should receive reports.
Motion by Winchowky/Penzkover to allow for public comments periods at the beginning of each meeting and at the end. The rules for public comments will be at the discretion of the chair, and generally following the same rules the Village Board uses carried.

Motion by Chitwood/Bruins to allow set the Committee agenda structure as follows carried:

A. Roll Call  
B. Call to Order  
C. Approval of Minutes  
D. Public Comments  
E. Unfinished Business  
F. New Business  
G. Public Comments  
H. Adjournment  

Motion by Weidl/Winchowky to direct staff to notify property owners of properties and adjacent property owners it is known a specific property will be the subject of a committee agenda carried.

Committee discussed the role of the alternates, which will be used as replacements of excused/absent Committee members at any particular meeting.

**Future meetings schedule**
Future meetings will occur on the 2nd and 4th Thursday of each month at 6:00 p.m. The location will tentatively be in the Board Room of the Mukwonago Municipal Building, but will be discussed further at the next meeting.

**Future discussion**
Weidl notified the Committee that there will be a Visioning exercise at the next meeting. The Committee will also discuss the Goals and objectives of the Committee.

**Adjournment**
Meeting adjourned at 6:22 p.m.

Respectfully Submitted,

Steven Braatz, Jr.  
Clerk-Treasurer
Village of Mukwonago  
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING  
Minutes of September 28, 2017  

Call to Order:  
Chairperson, Jason Wamser, called the meeting to order at 6:00 p.m. located in the Board Room of the Mukwonago Municipal Building, 440 River Crest Ct.  

Roll Call:  
Members present: Eric Brill  
Doug Bruins  
Tina Chitwood  
Diana Doherty  
Ray Gooden  
Sue Perkins  
April Reszka  
Jason Wamser, Chairman  
John Weidl  
Eliza Pautz  

Members excused: Fred Winchowky  
Mark Penzkover  
Amanda Brissette (Alternate)  

Also present: Bruce Kaniewski, Village Planner  

Minutes  
Approval of Minutes from September 19, 2017 will be held at a later meeting  

Public Comments:  
Roger Walsh asked the committee if this “Visioning Exercise” would be the only time the group conducted this type? John Weidl responded there will be more opportunities for this type of procedure to take place.  

Unfinished Business:  
Dates of future meetings were confirmed for the 2nd and 4th Thursday of each month. Meeting place will be at the Mukwonago Municipal Building, 440 River Crest Cr. At 6:00 p.m.  

New Business:  
Mukwonago’s Village Planner, Bruce Kaniewski, led the group through a presentation summarizing many of the “previous” findings/actions of committees and boards from around 1997 to the present, 2017. His comments were prefaced by a summary using the Five Points of Good Urban Design by Kevin Lynch.
A “Downtown Visioning Exercise” was organized for those in attendance by John Weidl. As the group was divided into two, Jason Wamser and Sue Perkins recorded comments. Questions focused the groups as they were asked: In 10-20 years, what is your vision for the Downtown? What are the boundaries for Downtown? Strengths and Weaknesses of the current area were noted.

Summaries of the groups’ remarks were presented by Eliza Pautz and Paul Hennessy.

Common Themes and Common Questions were noted by John Weidl with those in attendance adding information:

Common Themes:
- New that looks old/ uniformity
- Traffic/Safety
- Walkability/Destination
- Events/Cultural
- Connectivity to natural resource features (Vernon Marsch/ Mukwonago River)
- Historic Preservation

Common Questions:
- Where is downtown/edges?
- What is our brand?
- What landmarks are downtown?
- How to protect our Environment (Water/ Natural resources)?
- How does downtown connect?

Public Comments:
John Weidl asked those in attendance if the “Visioning Exercise” was beneficial. The group felt it appreciated having a “voice”. The Committee and the “Public” interacted.

Adjournment:
The Chairperson adjourned the meeting at 7:42 p.m.

Respectfully submitted,
Sue Perkins
Secretary of DSPSC
Continued discussion to refine the visioning results into committee goals for reaching our Downtown Strategic Plan.

Visioning Results:

**Common Themes?**
- Historic Preservation
- New that looks old / uniformity
- Design Standards
- Walkability / Destination
- Events / Culture
- Connectivity to natural features

**Common Questions?**
- Where is the downtown / edges?
- What is our brand?
- Hwy 83
- Landmarks
- Environment / Water / Air / Natural Resources
- How does the downtown connect?

Committee and public comments from discussion, pictured.
Common Themes?
- Historic preservation
- New that looks old/uniform (1)
- Traffic/safety Design standards
- Walkability/destination
- Events/cultural
- Connectivity to red features

Common Questions?
- Where is downtown/edges
- What is our brand?
- SST FB
- Landmarks
- Environment/water/air/nat.
- How does DT connect?
- Resources
Group 1:
Discussion topics, page 1

- Downtown Historical Area
  - Central Core: Full storefronts, look & appeal
  - Street: Masonic Temple
  - Water fountain (bubbler)
- Outer Core: More visible pedestrian crosswalks
  - Bike/walking path
  - Walkway over the freeway (tor)
- Pedestrian: More crosswalks
- Beautification: Planters, street lights
- Street: No on-street parking
- Street in between Walgreens & grow
- Turn lane:
- Alley to take traffic
Group 1:

Discussion topics, page 2

- less traffic/vehicles
- more ped.
destination...
- outdoor eating
- "Cedarburg-like"
- Rustic Orchard
bookstore
- thriving business: antique ethnic rest.

boundaries -
- small start
- bakery
- custard

Lake to square
- "Old" downtown - (stop at
residential around
ends at bank - (Boat)
- trolley, walking, bike paths
mix to create path to "square"

Weber potential for tourism
Active recreation program
Group 2:
Discussion topics, page 1

What is D.T.? Boundary
- Square
- Business
- Pedestrian (Safety)

- Strip
- Historic Preservation

- Size & Scale

- Farmers Market
- Downtown

- Old vs. Modern
- New looks "Old"

- Cultural Center

- East Troy

- Uniform building & streetscape
- Design Standards

- Landmark/Park
- District
Group 2:
Discussion topics, page 2

Strengths:
- Small Business/Local/Community
  - Farms
  - Public Activities
  - Landmark Museums

Weaknesses:
- Heavy 83 (Safety) Road Crossing
  - Plank Road no access
  - Connectivity Walking/Trails
  - Building/Architecture not uniform

Opportunities:
- Unique Downtown
  - Connectivity walk/trails/access
  - Jurisdictional Transfer
  - Bypass - Alt. Truck Routes

Threats:
- RR
- DOT
- Infrastructure
Successful commercial districts don’t just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the community.

WEDC’s downtown development programs are designed to help communities identify necessary initiatives, stakeholders and resources to make their downtown or urban commercial district a more vibrant and engaging place to live, work and play.

Our programs are designed around The Main Street Approach®, which provides a holistic framework for downtown revitalization focused on four key points:

**Organization** establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

**Design** works to create a safe, inviting environment for shoppers, workers and visitors while preserving a place’s historic character.

**Economic Vitality** works to build a commercial district that responds to the needs of today’s consumers while promoting economically profitable businesses and properties.

**Promotion** communicates unique characteristics, cultural traditions and community pride to create a positive image and attract interest in and traffic to your district.

Photos courtesy of Main Street Marshfield, Sturgeon Bay Visitor Center, and Eagle River Revitalization Program.
PROGRAMS

MAIN STREET

The Wisconsin Main Street program was created in 1987, and is affiliated with the National Main Street Center. The Main Street America™ program is designed to provide technical support and training for organizations dedicated to downtown or commercial corridor revitalization activities. The program is flexible in its ability to accommodate a wide range of community sizes and situations. Successful programs will have established a strong local base of support which enables them to undertake a broad spectrum of initiatives specifically designed to foster local success.

CONNECT COMMUNITIES

Created in 2013, the Connect Communities program is designed to provide training and networking for communities or organizations working on revitalization topics. Connect Communities is a great option for communities beginning new revitalization efforts, those looking to provide additional resources to support local commercial district businesses and property owners, and individuals interested in networking with other professionals and gaining useful information on strategies and techniques to address common revitalization challenges.

APPLICATION INFORMATION

MAIN STREET

Applicants to the Wisconsin Main Street program must be organizations focused on downtown or urban commercial district issues. The organization must have paid staff and an adequate budget for carrying out activities [$40,000 in communities under 5,000 or $70,000 in larger communities]. Applications are accepted annually in the spring, and interviews will be held with eligible applicants to determine organization readiness. Up to 3 new communities will be admitted to the program in the following fiscal year.

Participating organizations must complete regular reporting and meet annual attendance requirements to remain in the Wisconsin Main Street Program.

CONNECT COMMUNITIES

Applicants for Connect Communities program may be any organization or governmental entity interested in pursuing revitalization activities at the local level. Applications are accepted twice annually in the spring and fall, and up to 20 new communities will be admitted to the program in each fiscal year.

Participating organizations must complete annual reporting and meet annual attendance requirements to remain in the Connect Communities program.

RESOURCES AND SERVICES

Participants in both the Wisconsin Main Street and Connect Community Programs enjoy access to a wide variety of educational resources, training and tools designed to further local revitalization initiatives, including:

- Regional workshops on pertinent topics
- Annual conference programming
- Regular webinars
- Case studies and best practices
- Regional networking events
- Manager/board orientation/training
- Toolkits on relevant topics such as market analysis, volunteer management, event production, design guidelines, marketing, etc.

WISCONSIN MAIN STREET communities receive intensive technical assistance from WEDC’s downtown development staff and consultants to provide tailored support, design assistance and topical solutions for local challenges as well as targeted support for local businesses and property owners.

OUTCOMES

Downtown development is not a one-size-fits-all endeavor, and local outcomes are as unique as the communities they represent. Ranging in size from 700 to 600,000 residents, each program has made strides in achieving local goals. Participants commonly report increased storefront occupancy, improved environment and aesthetics, increased property values and an expanded customer base, among other outcomes.