



DOWNTOWN DEVELOPMENT COMMITTEE

MEETING

**Mukwonago Municipal Building / Board Room
440 River Crest Court, Mukwonago, WI 53149
August 27, 2026 at 5:30 PM**

AGENDA

Municipal Code Section § 2-146 Purpose

The Downtown Development Committee shall be a citizen advisory committee whose purpose shall be to advise the Village Board on matters of implementation identified in the Downtown Strategic Plan and to otherwise advise the Village on matters of development activities that will promote the development of the downtown.

1. Call to Order

2. Roll Call

3. Approval of Minutes

3.1 Minutes of May 28, 2026 and July 23, 2026

4. Public Comment

The Public Comment Session shall last no longer than fifteen (15) minutes and individual presentations are limited to three (3) minutes per speaker. These time limits may be extended at the discretion of the Chief Presiding Officer. The Village Board may have limited discussion on the information received, however, no action will be taken on issues raised during the Public Comment Session unless they are otherwise on the Agenda for that meeting. Public comments should be addressed to the Village Board as a body. Presentations shall not deal in personalities personal attacks on members of the Village Board, the applicant for any project or Village employees. Comments, questions and concerns should be presented in a respectful professional manner. Any questions to an individual member of the Commission or Staff will be deemed out of order by the Presiding Officer.

5. New Business

5.1 Discussion and recommendation on priority list from the Village Board of Trustees meeting August 5, 2026

5.2 Resignation of Committee Member Dave Carpenter.

6. Old Business

6.1 Review of Final Historic Sign and sample provided.

6.2 Review and possible recommendations for Wayfinding sign project in the Downtown District to the Village Board for execution.

7. Adjournment

It is possible that 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, 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 Municipal Clerk's Office, (262) 363-6420.

DOWNTOWN DEVELOPMENT COMMITTEE MEETING MINUTES

Mukwonago Municipal Building / Board Room 440 River Crest Court

July 23, 2026 at 5:30 PM

Call to Order

Meeting was called to order at 5:30pm

Roll Call

Anderson, Reeves, Chitwood, Wamser, Pautz, Dykstra. Excused: Pauer, and Carpenter.

Due to technology issues this meeting was audio recorded only.

Approval of Minutes - There were no Minutes of May 28, 2026 Meeting

Public Comment – None.

Old Business

Overview of Presentation to the Village Board in June.

It was noted it generally had positive feedback. It was also noted that there is nothing left to do on the ordinance and the committee would like to get a ranking of the objectives presented so they know they are on the right track.

They are suggesting attending the Committee of the Whole in August and asking the Board for a ranking of the important items to complete.

New Business

Discussion/Recommendation on Wayfinding pedestrian sign locations for the downtown district.

It was determined July 30th at 5:30PM the Committee would meet downtown to walk the area and determine where those wayfinding sign locations should be placed.

Adjournment

Chitwood/Anderson motion to adjourn at 6:23pm. Unanimously carried.

MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING

Thursday, May 28th, 2026

Time: 5:30 pm

Place: Mukwonago Village Hall 440 River Crest Ct

1. Call To Order

Trustee Scott Reeves called the meeting to order 5:30pm

2. Roll Call

Members Present: Trustee Scott Reeves, Tina Chitwood, James Pauer, Jason Wamser, Eliza Pautz, and Village Administrator Diana Dykstra

Absent: Brock Anderson and Dave Carpenter

Excused:

Membership: Trustee Scott Reeves, Jason Wamser, Eliza Pautz, Dave Carpenter, Brock Anderson, James Pauer, Tina Chitwood, Village Planner and/or Village Administrator. **Vacancy:** Non Voting Member, Alternate Non-Voting Member, Alternate Voting Member

3. Approval of Minutes

3.1 Approve Minutes of April 23, 2026

- Change to the date from April 24th to April 23rd
- Motion to approve both minutes by Tina Chitwood. Seconded by Jason Wamser.

4. Public Comment

The Public Comment Session was opened by Chair Reeves:
No public comments

5. New Business

5.1 Training Sessions Attended; Building Long Lasting Community Utilizing Anchor Institutions in rural communities, building community through outdoor concerts, and Instagram-Worthy sports.

- Village Administrator Diana Dykstra explained the training session and emphasized how beneficial it was.

5.2 Downtown including parking and wayfinding

- Discussion on breakaway plates
- Discussion on placement of the signs and the existence of a map
- Add to the next agenda the location and the size of the sign and which items to showcase on the sign.
- Potentially add a welcome sign coming off of hwy 83 south bound.

6. Old Business

6.1 Discussion of Historic Sign design and placement as reviewed and forwarded

- Trustee Scott Reeves reports out his update from the Committee of the Whole.

- Discussion on whether a bear should be incorporated with the content of the sign.
- Trustee Scott Reeves will reach out about the 2 different sign company options.
- Eliza Pautz confirmed the copy was reviewed and approved and will review Jason Wamser's copy another time.
- Jason Wamser makes a motion to approve the Sign from the Bureau of Correctional Enterprises; Add a bear; require a sample; Tina Chitwood seconds the motion.

6.2 2026 Downtown Strategic Plan Update for presentation to the Committee of the Whole on June 3, 2026

- Discussion on what the Downtown District Committee will present to the Committee of the Whole.
 - Developing and documenting committee Best Practices
 - Measured by publish date and revision
 - Continuing and maintaining the Beautification Program
 - Measured by the existence of the program
 - Implementing a business feedback loop (e.g., Village website and/or social media) to improve communication with local businesses
 - Tourism entity
 - Increase relationship with Chamber of Commerce
 - Measured by increased engagement
 - Reviewing the committee ordinance and scope for alignment and presenting recommendations to the Committee of the Whole (COW)
 - Update membership structure
 - Update ordinance
 - Measured by updated ordinance
 - Improving marketing and awareness of the DDC
 - Podcast
 - Social Media/Website landing page
 - Measured by the creation of a page
 - Exploring funding opportunities to support committee initiatives
 - Signage and wayfinding
 - Create timeline and budget
 -
 - Tina Chitwood to send Village Administrator copy of the goals that will be presented by Tina Chitwood and Eliza Pautz at the next COW meeting

7. Adjournment

Motion made by Tina Chitwood. Eliza Pautz seconded. Adjourned at 7:13pm

Downtown Development Committee (DDC) Recommendations for Objectives and Success Metrics

5/28/26

Goal:

The DDC's goal is to recommend to the Board for their consideration and approval of several desired objectives and success metrics tying these recommendations to the Village's Strategic Plan.

Board Action to Consider:

The DDC seeks direction from the Board to identify the objectives for the DDC to include in its 2026-2028 work plan.

Recommended Objectives:

Objectives	Measures of Success	DDC Reasoning and Ties to the Village's Strategic Plan and Focus Group Responses
1. Review the current DDC ordinance and scope for alignment and present recommendations to the Committee of the Whole (COW) for direction	A. Board adjusts, or does not adjust, the current ordinance and scope of the DDC	i. Many of the following objectives recommended by the DDC aren't identified in the current DDC ordinance. ii. Updating the DDC ordinance gives the potential to support the Village's Strategic Plan initiatives ii. Tier 1 activities identified in the April 2026 Mukwonago Downtown Strategic Plan are nearly all complete
2. Developing and documenting committee Best Practices for downtown design	A. Document created, saved on website, shared via socials and with community groups and downtown businesses and building owners B. Add published date to document for regular updates by the DDC C. Completes recommendation 2.2 in	i. To align with code and give owners or prospective developers information about aligning with good design practices and why based on downtown evidence-based practices we have learned through Connect Communities participation

	the Downtown Strategic Plan	iv. To promote a cohesive downtown aesthetic feel v. Ties to Strategic Plan Focus Group Responses Quality of Life: Downtown Attractiveness, Well Maintained Community
3. Continuing and maintaining the Beautification Program	A. Identify strategic investments to make in 2026 & 2027 B. Continue to publish the annual flyer for awareness and to collect donations D. Set goal for dollar amount of donations E. Market the program on the Village's podcast F. Monitor budget of donated funds G. Aid in volunteer development to support installed beautification elements (e.g. flower planting, watering and maintenance)	i. Ties to Strategic Plan Focus Group Responses Quality of Life: Downtown Attractiveness, Well Maintained Community
4. Implementing a business feedback loop to improve communication -e.g. Road construction education, awareness & grant research (to mitigate the impacts of major infrastructure projects)	A. Business contact list created by July 2026 B. DDC quarterly update e-mails C. Create a downtown page on the Village's website for communication and awareness D. Create a downtown 'contact us' page on the Village's website for the community to suggest needs E. Create a downtown social media presence on	i. Doesn't fit under DDC's current ordinance ii. Could aid downtown businesses iii. Creates an easy access point for businesses to inform the DDC iv. Ties to Strategic Plan Focus Group Responses - Quality of Life - Strengthening Community Education &

-e.g. Ability to become a Tourism entity to support the downtown initiatives	the Village's social media for communication and awareness F. Develop a relationship and communication flow between the Chamber and the DDC G. Investigate and research the opportunity to add a Tourism entity for the ability to utilize additional funding from a new hotel	Outbound Communication
5. Improving marketing and awareness of the DDC	A. DDC quarterly update to Village's social media or DDC by Secretary (or committee volunteer) B. Website update by Dec 2026 C. Weekly wrap-up blurb about DDC D. # of business connections we make E. Podcast "from the den"	i. Ties to Strategic Plan Focus Group Responses • Quality of Life: Strengthening Community Education & Outbound Communication
6. Exploring funding opportunities & initiatives to support committee initiatives	A. Focus on Village-owned property 301 Main Street in downtown to be redeveloped (investigate funding sources for grant support. B. With the downtown Hwy 83 reconstruction there will be vast opportunity for enhancing the attractiveness for downtown - what does grant opportunities look like? -e.g. Burry electrical wires from Front Street to Hwy. LO (also important for wayfinding signage recommendation) -e.g. Side street(s) that could be blocked off or	i. Ties to Strategic Plan Focus Group Responses • Quality of Life: Downtown Attractiveness/Well Maintained Community • Potentially the Strategic Plan Goal - Quality of Life: Improve Outdoor Recreation Opportunities

	could easily be blocked off to traffic and creates a pedestrian friendly opportunity that also benefits businesses during potential events downtown C. Investigate expanding hub and spoke visual concept to 'expand' downtown boundaries	
7. Implement the KMA Signage Plan recommendations in downtown -e.g. Public Parking signs, Wayfinding directional signs, Information kiosk and crosswalk awareness signage	A. Create timeline and budget for next signs to be purchased by September 2026 B. Upkeep of signage (maintain and replace) C. To remove friction for visitors, stimulate local economic growth, and reduce traffic congestion D. Powerlines may be in the way of where to install wayfinding signs (also important for burying electrical recommendation)	i. Ties to Strategic Plan Focus Group Responses • Provide safe and efficient traffic corridors • Strengthening community education • Improve walkability

Diana Dykstra

From: Dave Carpenter <davecarpenter99@gmail.com>
Sent: Tuesday, August 18, 2026 1:31 PM
To: Diana Dykstra
Subject: Stepping Down

Diana-

I regret to inform but I will need to step down from the DDC due to a change in my job that now requires me to travel more often and with less predictability. I've tried to attend the last couple of meetings and walk about but each time a trip has come up. I sincerely apologize for short notice but didn't want to keep letting the committee or Village down.

Please accept my apologies as I had really wanted to be part of this, but I'm afraid my work commitments will continue to conflict with the committee's needs.

Best regards,
Dave

MUKWONAGO

Human presence in this area dates back over 10,000 years. By the 1600s, the Potawatomi were the primary indigenous people living in the area, and by the early 1700s, permanent villages had been established throughout Waukesha County. One of the largest Potawatomi settlements in the Wisconsin Territory thrived at the confluence of the Mukwonago and Fox Rivers—today's Mukwonago. Wigwams lined what is now Main Street, a council house stood on the north bank of the Mukwonago River, and a horse-racing track once occupied the land now known as Field Park.

The 1833 Treaty of Chicago, which ceded Illinois and Wisconsin indigenous lands to the U.S. government, encouraged land prospectors Sewall Andrews, Henry Camp, and Major Jesse Meacham to scout the area. Early discussions with the Potawatomi in 1836 led to two homes being built near the established village and a year later a trading post was constructed next door to the present day Red Brick Museum. That same year, surveyors Martin Field and Ira Blood conducted a plat survey of the area, naming it Mequanigo—a Potawatomi word meaning “place of the bear.” The name was later changed to Mukwonago in 1844.

With the plat map established, land plots were rapidly claimed by settlers with essential skills. Among these early residents were pioneer doctor A.H. Youmans, blacksmith Phillip Treutel, merchant Andrew Elmore, and attorney Martin Field. By 1844, Mukwonago was a hub on the Mukwonago Plank Road. Sixty-one years later, in 1905, the community officially incorporated as the Village of Mukwonago.

Waukesha County Historical Society

Erected 2026



Bureau of Correctional Enterprises
3099 East Washington Avenue
P.O. Box 8990
Madison WI 53708-8990
Phone: 608.240.5200
Toll Free: 800.862.1086
Fax: 608.240.5231
www.shopbce.com

Estimate
#EST-922-2983
8/6/2026

Bill To

Ron Bittner
Village of Mukwonago
440 River Crest Court
Mukwonago WI 53149
United States

Ship To

Ron Bittner
Village of Mukwonago
630 Veterans Way East
Mukwonago WI 53149
United States

Customer ID	Customer Phone Number	Customer Email	Shipping/Delivery Method	Estimate Expiration Date
91521		rbittner@villageofmukwonago.gov	Standard Shipping	9/6/2026

Line #	Item Number/Description	Item Options	Item Image	UOM	Quantity	Unit Price	Ext. Price
1	MUKWO-PPDS-4840-SF-EGS-250-FAB 48"X40" POST AND PANEL SINGLE SIDED .25 ALUM PANEL, 15"X10" .25 ALUM BEAR PAINTED BLACK, 3" ALUM SQ TUBING, 3M EG SHEETING, FRONT AND BACK OF PANEL AND POSTS PAINTED PMS-5545 AND GLOSS CLEAR COAT, LETTERING 1.25"			ea	1	\$1,131.29	\$1,131.29

Subtotal	\$1,131.29
Shipping/Delivery	\$0.00
Installation	\$0.00
Total	\$1,131.29

Delivery Detail

Shipping will be included upon invoicing.

Call 30 minutes prior to delivery.

Special Instructions

Please review the details of each line item, including sizes, quantities, and images. By approving this estimate the purchaser agrees to the accuracy and to BCE Signage's terms and conditions. <http://www.shopbce.com/signage-terms>



EST-922-2983

Aug 6, 2026, 2:12:20 PM

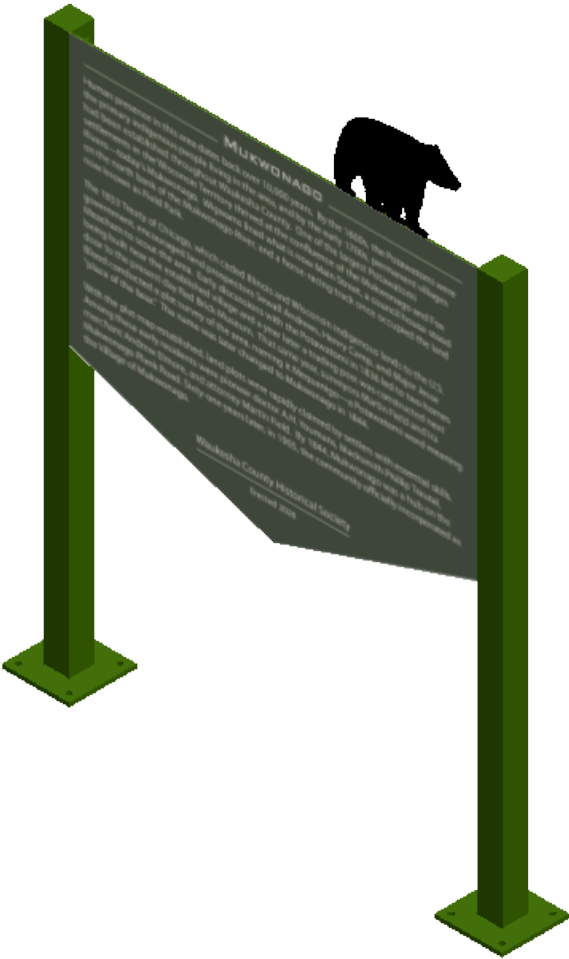
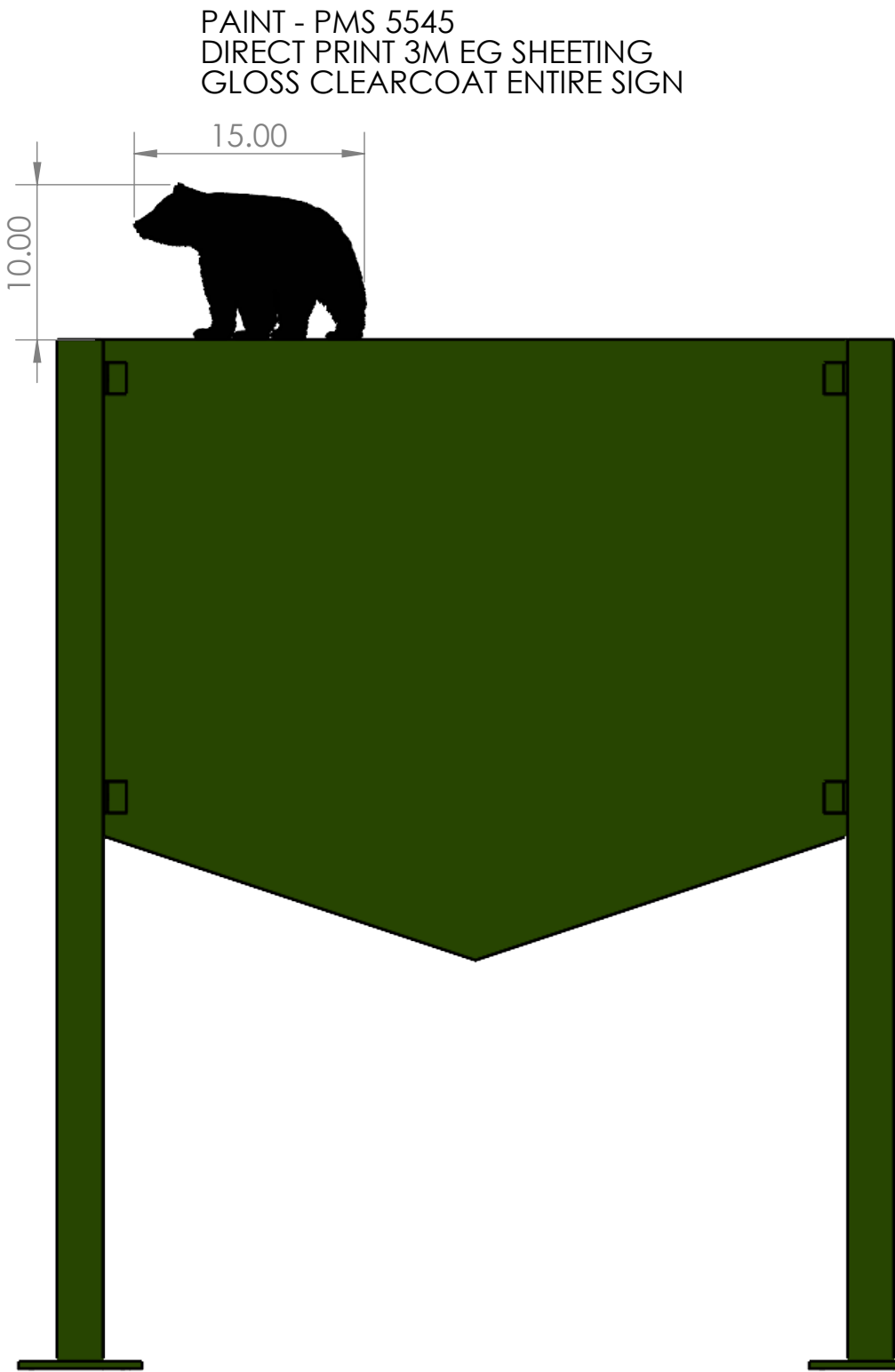
1 of 1

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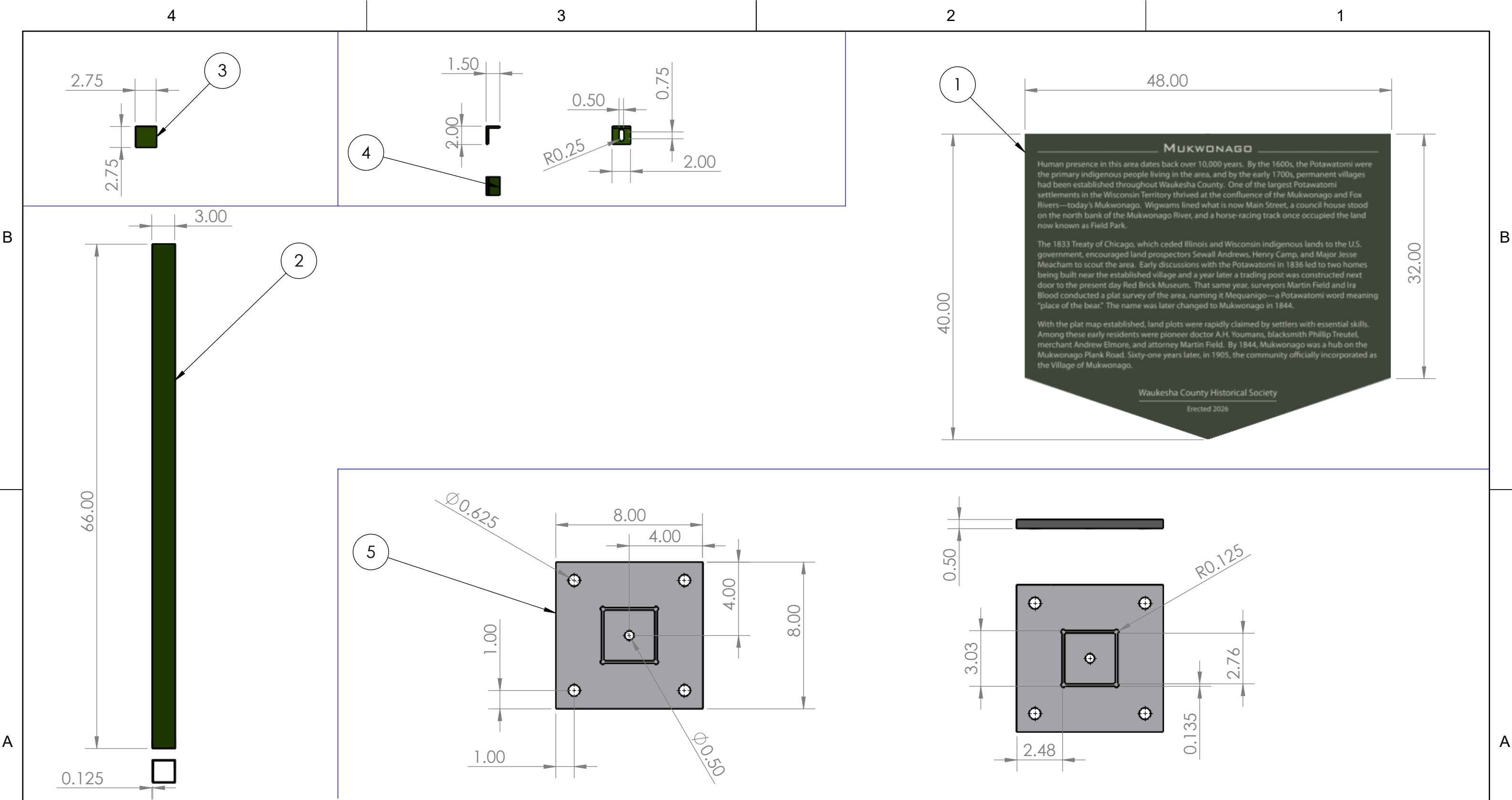
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CUSTOMER	UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES X.XXXX .005 [MM IN BRACKETS] X.XXX .015 [X.XXX] .1 X.XX .031 [X.XX] .5 X.X .063 [X.X] 1 ANGLE ±1° INTERPRET DRAWING PER ASME Y14.5M-2009	3D MODEL CONTROLS PART GEOMETRY. REFER TO MODEL FILE FOR ANY DIMENSIONS NOT EXPLICITLY AND COMPLETELY DEFINED BY DRAWING DIMENSIONS.	 —Bureau of— Correctional Enterprises		
DRAWING NUMBER MUKWO-PPDS-4840-SF-EGS- 250-FAB	MATERIAL	DISCLAIMER THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF BADGER STATE INDUSTRIES. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF BADGER STATE INDUSTRIES IS PROHIBITED.	DESCRIPTION		
REFERENCE	FINISH		SIZE	PART NUMBER	REV
QUOTE NUMBER EST-922-			B		0
WEIGHT			DO NOT SCALE DRAWING	SCALE 1:16	SHEET 1 OF 3



BILL OF MATERIAL									
ITEM NO.	DRAWING NO.	PART NUMBER	QTY	CONFIGURATION	DESCRIPTION	MATERIAL	UNIT	PROCESS	FINISH
1	1PANEL	7602-ALU-48-96-.250	1	Default	ALUM, PLATE, H32 5052, 48"X96"X1/4" (.250)	FRONT PANEL			
2		3004-3.00.125-AT	2		TUBING, ALUM. SQ. 3.000" X .125"	POST			
3		7201-ALU-48-96.25	2		48"x96.25"x.125" 5052-H38 Conversion Coat	POST CAP			
4		3314-1.751.75.250-AS	4		ANGLE, STRUCT. ALUM. 1.750"X1.750"X.250"X 25'L	BRACKET			
5		3105-.0508.00-AF	2		FLAT BAR, ALUM. .500" X 8.000" X 12'L	MOUNTING BASE 8			

CUSTOMER	UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES X.XXXX .005 [MM IN BRACKETS] X.XXX .015 [X.XXX] .1 X.XX .031 [X.XX] .5 X.X .063 [X.X] 1	3D MODEL CONTROLS PART GEOMETRY. REFER TO MODEL FILE FOR ANY DIMENSIONS NOT EXPLICITLY AND COMPLETELY DEFINED BY DRAWING DIMENSIONS.	 Bureau of Correctional Enterprises		
DRAWING NUMBER MUKWO-PPDS-4840-SF-EGS-250-FAB	INTERPRET DRAWING PER ASME Y14.5M-2009	DISCLAIMER THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF BADGER STATE INDUSTRIES. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF BADGER STATE INDUSTRIES IS PROHIBITED.			
REFERENCE	MATERIAL				
QUOTE NUMBER EST-922-	FINISH				
WEIGHT					
THIRD ANGLE PROJECTION 		DATE UPDATED TUESDAY, JULY 7, 2026 9:59:39 AM	DESCRIPTION		
		SIZE B	PART NUMBER		
		DO NOT SCALE DRAWING	SCALE 1:16	SHEET 2 OF 3	REV 0

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2

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WELD BRACKETS TO PANEL

BOLT PANEL TO POSTS

WELD BASE 8 TO POST

CUSTOMER		UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES X.XXXX .005 [MM] IN BRACKETS X.XXX .015 [X.XXX] .1 X.XX .031 [X.XX] .5 X.X .063 [X.X] 1 ANGLE ±1° INTERPRET DRAWING PER ASME Y14.5M-2009		3D MODEL CONTROLS PART GEOMETRY. REFER TO MODEL FILE FOR ANY DIMENSIONS NOT EXPLICITLY AND COMPLETELY DEFINED BY DRAWING DIMENSIONS.		 —Bureau of— Correctional Enterprises	
DRAWING NUMBER MUKWO-PPDS-4840-SF-EGS- 250-FAB		MATERIAL		DISCLAIMER THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF BADGER STATE INDUSTRIES. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF BADGER STATE INDUSTRIES IS PROHIBITED.		DESCRIPTION	
REFERENCE							
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WEIGHT		FINISH		DRAWN BY DATE UPDATED TUESDAY, JULY 7, 2026 9:59:39 AM		SIZE PART NUMBER REV	
				THIRD ANGLE PROJECTION 		B 0	
						DO NOT SCALE DRAWING SCALE 1:16 SHEET 3 OF 3	

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To: Council of the Whole

From: Downtown Development Committee (DDC)

Re: Wayfinding Signage Plan – Downtown Signage Recommendations

Date: 08/xx/2026

The DDC has reviewed the previously prepared KMA signage documents and minutes from past Village Board meetings pertaining to wayfinding signage. The DDC held a walk-through of Downtown on 07/30/2026 and the result is this memo containing the DDC recommendation to purchase and install five (5) wayfinding signs, five (5) public parking signs and 1 information kiosk in Downtown in 2026 (purchase signs) and 2027 (purchase posts and install). KMA docs were used as a resource, and the DDC made updated location and sign content included in this memo.

Wayfinding Sign #: W1 (KMA sign plan #: S-ST4.0-13)	Content:
Orientation: Hwy ES heading SW, just east of Grand Ave.	 Field Park
	 High and Middle Schools
	 Library
	 Phantom Junction Stage
	 Beach
	 Boat Launch
	 Public Parking
	See Attachment A- Vehicle wayfinding signage example

Location: grass median near 205 Fox St.	
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Wayfinding Sign #: W2 (KMA sign plan #: S-ST4.0-17) Orientation: Hwy ES heading NE, just west of Grand Ave.	Content: ← Library ← Washington Avenue Park → Public Parking
Location: concrete in front of 105 Fox St.	

Wayfinding Sign #: W3 (KMA sign plan #: S-ST4.0-15)	Content: ↗ Red Brick Museum ↗ Public Parking ↗ Boat Launch
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Orientation: Hwy 83 heading S, vicinity of Honey Nails, Cousins Subs & House of Frank	↗ Phantom Junction Stage ↗ Beach ↗ Village Hall ↑ Police Station
Location: concrete in front of either Honey Nails, Cousins Subs or House of Frank	

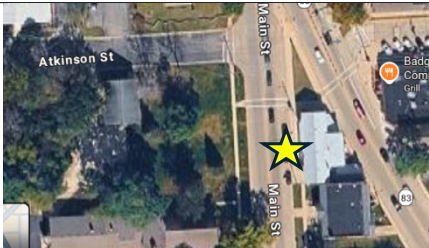
Wayfinding Sign #: W4 (KMA sign plan #: S-ST4.0-16) Orientation: Main Street heading N, in front of JoDee's Hair of the Dog	Content: ← Public Parking ← Red Brick Museum ↗ Library ↗ Field Park ↗ High and Middle Schools
Location: grass median in front of 300 Main Street	

Wayfinding Sign #: W5 (KMA sign plan #: S-ST4.0-12) Orientation: Hwy 83 heading N, south of Forward Dental and south of Henry Street	Content: → Public Parking ↑ Library ↑ Field Park ↑ High and Middle Schools
Location: grass median in front of 300 Rochester Street	

Public Parking Sign #: P1 (KMA sign plan #: S-ST7.0-01)	Content: Public Parking, Name of Lot See Attachment B- Public Parking sign example
Location: North of Atkinson Street between Jay's Lanes and Red Brick Museum	

Commented [TC1]: Options: Atkinson Street Parking Lot, Parking Lot A, Municipal Lot A

Public Parking Sign #: P2 (New Idea) Orientation: Main Street heading N, on the West side of Boonie's Bikes	Content: ← Parking symbol "P" in circle See Attachment C- "P" in circle example
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Location: West side of Boonie's Bikes	 
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Public Parking Sign #: P3 (KMA sign plan #: S-ST7.0-02)	Content: Public Parking, Name of Parking Lot
Location: Plank Road east of Jefferson Street	

Commented [TC2]: Options: Plank Road Parking Lot, Parking Lot B, Municipal Lot B

Public Parking Sign #: P4 (New Idea) Orientation: Concrete infront of 105 Fox Street	Content: → Public Parking See Attachment C- "P" in circle example
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Location:



Kiosk Sign #: K1 (KMA sign plan #: S-St8.0-01)

Orientation: In the square in the vicinity of the current historical sign

Content: TBD – Pedestrian map with key points of interest and destinations in downtown Mukwonago

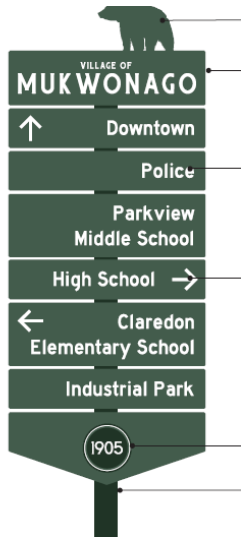
See Attachment D- example pedestrian kiosk

Location: In the square in the vicinity of the current historical sign



Attachments:

A: Vehicle wayfinding signage example from KMA sign plan



B: Public Parking sign example from KMA sign plan



C: Parking symbol "P" in circle



D: Pedestrian kiosk sign example from KMA sign plan

