

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of June 25, 2020

- 1) Call to order- Village Trustee Roger Walsh called the meeting to order at 6:04 p.m. located at Mukwonago Municipal Building, virtual meeting platform.
- 2) Roll Call: Members Present: R. Goodden, K. Kettner, E. Pautz, S. Reeves, D. Stockwell, D. Yeager (arrived 6:15 p.m.), S. Kulik, Village Planner B. Kohout and Chair R. Walsh. R. Walsh reported that D. Yeager has resigned from the Committee. Audience: Village President F. Winchowky, Trustees E. Brill & D. Johnson, Other (2)
- 3) Approval of Minutes for the May 28, 2020 DDC meeting; Motion (Reeves, Pautz) to approve minutes; unanimously approved.
- 4) Discussion of Streetscaping & Wayfinding Preliminary Design Plan & Update
 - a. DOT Communication & request for Preliminary Plan Feedback – B. Kohout commented that he had submitted the request for feedback.
 - b. Hwy 83 Roadwork & Temporary Closure – R. Walsh reported on construction of the area by the river and railroad tracks.
- 5) Branding Update (Link to Current Draft)
- 6) Connect Communities/WEDC Resources – R. Walsh updated
- 7) MASD collaboration update – Murals & Street Art
- 8) Informational Update WEDC Small Business Micro-Grant Program & Recovery Initiatives
 - a. WCCG Webinars – R. Walsh reported the M
 - b. Possible Citizens Bank Village Grant Program Partnership – R. Walsh reported it was informational only. No action taken.
- 9) CDBG Funds & Offer to Purchase 301 Main Street for Future Parking Lot
- 10) Update on Historic Sign project by Mukwonago Historical Society and Possible Walking Tour
- 11) Discussion and Possible Action on Selection of 2020-2021 DDC Chair – S. Kulik commented that there is nothing in the by-laws that prohibits staff members from being the chair and that she has similar roles in her community and recommended that they consider the Village Planner. B. Kohout offered no objection. Motion (Pautz, Reeves) to select B. Kohout as DDC Chair; unanimously approved.
- 12) Discussion and Possible Action on the Four Downtown Strategic Plan Core Objectives
 - a. Business Development
 - b. Cultural Recreational
 - c. Historic Preservation
 - d. Pedestrian Friendly

12.1 Redevelopment Resources Proposal – R. Walsh requested a motion to move this item before item #4. Motion (Reeves, Kettner) to move item 12.1 for discussion as requested; unanimously approved. D. Sarver and K. Fish-Peterson, Redevelopment Resources addressed the Committee. K. Fish-Peterson commented that the firm has been involved with the Village since 2013. They were contracted by the Village in February of 2020 to complete an economic impact analysis of TID 4, 5 and the Chapman Farms area to update the financial numbers as the

Village is applying for an award from the Economic Development Council. They are also engaged to update the Market Strategy document as the Village has implemented the recommendations of the 2013 study. The market strategies include the downtown area and they complimented the Village on the Downtown Strategic Plan document. They requested that DDC members provide them with contacts to assist with updating the market analysis. They discussed how Business Improvement Districts (BID's) and Tax Incremental Districts (TID's) are created and financed. BID's are created to assist with promotion, improvements, redevelopment initiatives or maintenance in specified geographically defined area which business choose to contribute to. Property owners within the BID area pay a fee to support the services. It is possible to develop various rates of contribution based upon the levels of service the various businesses may be receiving from the BID programs. A BID Planning Committee ensures that adequate representation of affected parties is included, that an operating plan is developed that compliments the goals of the Municipality. Development of an initial operating plan is developed and a legal opinion is included. TID's are used to develop blighted areas but for the creation of a TID are not likely to be developed. TID's are created by the municipalities.

13) Comments from the Public – none.

14) Adjournment – Motion (Reeves, Pautz) to adjourn; unanimously carried. Meeting adjourned at 7:20 p.m.

Respectfully submitted: Sandy Kulik