

## Village of Mukwonago

### Downtown Development Committee, (DDC) Meeting

#### Minutes of August 27, 2020

1. Call to order- Secretary S. Kulik called the meeting to order at 6:02 p.m. located at Mukwonago Municipal Building, virtual meeting platform.
2. Roll Call: Members Present: R. Goodden, K. Kettner, E. Pautz, S. Reeves, R. Lilly, S. Kulik, and Village Administrator J. Weidl (noted as late arrival – 6:42 p.m.) , D. Other (1)
3. New Business
  - 3.1 Approval of Minutes for the June 25, 2020 DDC meeting; Motion (Walsh, Reeves) to approve minutes; unanimously approved.
  - 3.2 Nomination and Election of Mukwonago Downtown Development Committee Chair – S. Kulik asked for nomination. Motion (Reeves, Kettner) to nominate R. Walsh as DDC Chair. No other nominations. Motion approved 3-0-1 (R. Walsh abstained.) S. Kulik turned meeting over to new chair R. Walsh.
  - 3.3 Introduction of new DDC Member – Ryan Lilly and John Weidl. Ryan Lilly address the committee and provided a brief introduction. He is a commercial lender at Citizens Bank. J. Weidl addressed the committee after arrival at 6:42 p.m.
  - 3.4 Streetscaping and Wayfinding Informational update – R. Walsh
    - A. Summary of August 24, 2020 Walking Tour – S. Reeves reported on his attendance as did R. Lilly. The walk was from Henry Street to County Highway LO. S. Reeves commented that benches in front of Wonago Biking are the likely style for the area. R. Lilly commented that the DPW Director R. Bittner was in attendance at the walk and reported the benches are around \$1,200 plus the cost of concrete and that business sponsors to purchase the benches with DPW providing the installation. J. Weidl commented that the 2021 Budget process is underway and that they have carved out \$100,000 for the downtown area and they are aiming for \$150,000.
    - B. Summary of July 29, 2020 DOT & Village Representatives conference call – R. Walsh reported on short call with the DOT regarding the concepts presented. DOT is looking for specific dimensions and engineering specifics regarding turning radiuses before any further progress is made. But that they were positive about Concept B.
    - C. Summary of Walgreens’ owner contact with Village Representatives – R. Walsh reported that the Vice President of Walgreens was sent a program regarding the proposed streetscaping & wayfinding program and he commented that the area is private property and under a long term lease and that any improvements, changes etc. would require approval of all parties.
  - 3.5 Redevelopment Resources Survey and Informational Update
    - A. Survey – E. Pautz comment regarding how the data would be analyzed. R. Walsh directed DDC members to send any questions regarding the survey to him.

- B. "Mukwonago is Working with Business" Article – R. Walsh commented on the article and reported it was informational only, no action taken.
- 3.6 Small Business Grant Program Informational Update
  - A. Roll Out, Application Deadline, Summary of Selection Process – R. Lilly reported on the \$5,000 grants and indicated there were significant applications received. The deadline to apply is August 31, 2020. R. Walsh commented that criteria are still being developed for awarding the grants.
- 3.7 Historic District Signage and Historic Walking Tour Informational Update – R. Walsh commented it was informational only. The Historical Society and the Friends of the Library are putting together programs and he wanted to pass the information along. There is some funding for signage that has been around for a while. The Historic Society tour is slated for 2021.
- 3.8 Village Branding Project Update and Possible Recommendation on Color Choices – Committee reviewed the color and branding. S. Reeves commented that the bear was a grizzly and comments had been made to him regarding the appropriateness of that choice. R. Walsh requested members send comments to him and he would pass them along before the next Board meeting scheduled for the 3<sup>rd</sup> week in September.
- 3.9 200 Grand Avenue Plan Commission Presentation – R. Walsh commented the item was informational only. S. Reeves commented that the property is zoned business and how does it get rezoned residential now. R. Walsh reported he would look into the issue of zoning. He further commented that the residential request was multi-unit residential of 6 units. It is on the next Plan Commission meeting as the vote was tabled while the developer addressed some questions posed. E. Pautz commented that the zoning in that area is multipurpose zoning. R. Walsh reported this is not really a matter for the DDC but was presented as information.
- 3.10 Downtown Yours Website and Facebook Page Review and recommendations to improve effectiveness of DDC Messaging – R. Walsh commented that this is a continuing item and that both sites need attention. It needs to be determined who can administer and monitor these sites.
- 3.11 Downtown Strategic Plan 2020-2021 Tier 1 and Tier 2 implementation priorities – R. Walsh requested that members review the Tier 1 & 2 projects and rank them for the next meeting as well as discussion regarding a Tax Incremental District (TID) and Business Improvement District (BID) funding options for the next meeting as well.
- 4. Public Comments – none.
- 5. Adjournment – Motion (Reeves, Pautz) to adjourn; unanimously carried. Meeting adjourned at 7:01 p.m.

Respectfully submitted: Sandy Kulik