

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of October 22, 2020

1. Call to order- Chairman R. Walsh called the meeting to order at 7:00 p.m. located at Mukwonago Municipal Building, virtual meeting platform.
2. Roll Call: Members Present: K. Kettner, E. Pautz, S. Reeves, S. Kulik, D. Stockwell and Village Administrator J. Weidl. R. Goodden and R. Lily noted as absent and excused. Other (1)
3. Approval of Minutes:
 - 3.1 Approval of Minutes for the August 27, 2020 DDC meeting; Motion (Kettner, Pautz) to approve minutes with corrections as noted; unanimously approved.
4. New Business
 - 4.1 Informational Update by Roger Walsh, DDC Chair and John Weidl, Village Administrator/Economic Development Director.

Small Business Grant Results – J. Weidl updated Committee on 25 grants awarded at \$2,000 per grant.

Village 2021 Downtown Budget – J. Weidl updated the Committee and reported that the capital project budget includes a proposed \$100,000 for streetscape and wayfinding and that it appears that \$130,000 would be needed for the entire proposal and believes options for local businesses to make up the additional \$30,000 exists. J. Weidl inquired as to how involved the DDC wished to be regarding the planters and benches. R. Walsh commented that he would let the DPW personnel know who he will be talking to from the DDC regarding the decisions.

Downtown TIF Direction – Village Board as requested that staff review the TIF options. Current and Potential Downtown Development Projects; 301 Main Street (Clark), 200 Grand Ave Development, and 201 Rochester. – J. Weidl reported that the underground tanks have been removed from 301 Main Street, that the development at 200 Grand Avenue was approved for six condos or townhouses and there was no update to 201 Rochester.

Recent and Proposed VCOZD zoning code changes – J. Weidl reported that the contract was in process to review the code and may include some changes to ordinance 985.

Branding Project - R. Walsh & J. Weidl commented that the Village Board had chosen the logo and that the DDC can work within the logo but include colors within guidelines.

Redevelopment Resources Results – J. Weidl reported that a draft of the document would be available in the next few weeks.

Other Progress or Potential Village Downtown Initiatives - no update.
 - 4.2 Streetscaping & Wayfinding Informational update and possible action on selection of banner sub-committee – S. Reeves asked if we owned the plan and can we just call someone with our plan for implementation. E. Pautz discussion on previous submissions when pursuing a vendor. J. Wiedl reported that the previous vendor had submitted an estimate of \$27,200 which is over the minimum threshold which requires

them to go through the Request for Proposal (RFP) process. R. Walsh and J. Weidl will provide a list of vendors.

4.3 Historic District Signage and Historic Walking Tour Informational Update – R. Walsh updated the Committee on the walking tour.

4.4 Downtown Yours Website and Facebook Review

a. Discussion and possible recommendations to improve effectiveness of DDC messaging - E. Pautz and S. Reeves will be liaisons for Village intern, Mackenzie Loft.

b. Discussion and direction for Village/DDC coordinated management of content entry, updating, incompliance with Village Social Media Policy (Authorized Village Staff Liaisons) – Consensus that J. Weidl will form a sub-committee along with E. Pautz, S. Reeves and M. Loft.

4.5 Downtown Strategic Plan 2020-2021 Tier 1 and Tier 2 Implementation Priorities a. Ranking, Discussion, and Possible Selection of Top 3-5 Priority Action Goal Recommendations (6 months, 12 months, 18 months) – Discussion on members ranking of tier objectives from Downtown Strategic Plan were ranked by the members (see chart below). R. Walsh reported he had only received two lists prior to the meeting. Members reported the following ranking:

| Member | Rank | Tier 1 | Rank | Tier 2 |
|-----------|------|------------|------|--------|
| Kettner | 1 | 1.5 | 1 | 2.2 |
| | 2 | 1.6 | 2 | 2.5 |
| | | | 3 | 2.8 |
| | 4 | | 4 | 2.1 |
| | | | 5 | 2.6 |
| | 6 | | 6 | 2.7 |
| | | | 7 | 2.3 |
| | 8 | | 8 | 2.4 |
| Pautz | 1 | 1.5 | 1 | 2.2 |
| | 2 | 1.6 | 2 | 2.5 |
| | 3 | 1.3 | 3 | 2.3 |
| | | | 4 | 2.4 |
| | 5 | | 5 | 2.7 |
| Reeves | 1 | 1.3 | 1 | 2.1 |
| | 2 | 1.5 | 2 | 2.2 |
| | 3 | 1.4 | 3 | 2.3 |
| | 4 | 1.6 | 4 | 2.6 |
| | | | 5 | 2.4 |
| | 6 | | 6 | 2.8 |
| | | | 7 | 2.5 |
| | 8 | | 8 | 2.7 |
| Stockwell | 1 | 1.6 | 1 | 2.8 |
| | 2 | 1.5 | 2 | 2.4 |
| | 3 | 1.1 | 3 | 2.6 |
| Walsh | 1 | 1.6 | 1 | 2.2 |
| | 2 | 1.2 | 2 | 2.5 |
| | 3 | 1.4 | 3 | 2.3 |
| | 4 | 1.1 | 4 | 2.1 |
| | 5 | 1.5 | | |
| | 6 | 1.3 | | |

J. Weidl commented that there was not a lot of support for a Business Improvement District (BID) – Plan items 1.5 & 1.6 which every Committee member ranked as part of the next steps in the plan. Ranking list to be placed on next agenda for further discussion and possible action.

- 4.6 Discussion and Possible Recommendations regarding Downtown Improvement & Development Funding Options including TIF, BID, Public-Private or Public Service Organization Partnerships, Grants, and WEDC-Connect Communities Resources. - Email from Connect Communities was reviewed for funding and resource potential.
- 4.7 Discussion regarding November & December Meeting Schedule – consensus to have next meeting on December 3, 2020.
5. Public Comments – none.
6. Motion (Kettner, Reeves) to adjourn at 8:11 p.m.; unanimously approved.

Respectfully submitted: Sandy Kulik