

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of December 3, 2020

1. **Call to order**- Chairman R. Walsh called the meeting to order at 6:07 p.m. located at Mukwonago Municipal Building, virtual meeting platform.
2. **Roll Call:** Members Present: R. Walsh, K. Kettner, E. Pautz (6:36 p.m. arrival), S. Reeves, S. Kulik, D. Stockwell, R. Goodden and Village Administrator J. Weidl. R. Lily noted as absent and excused. Other (3) including Village President F. Winchowky.
3. **Approval of Minutes:**
 - 3.1 **Approval of Minutes for the October 22, 2020 meeting;** Motion (Reeves, Kettner) to approve minutes with corrections as noted regarding table at item 4.5 R. Walsh reported he did not recommend item 1.6 on the table; unanimously approved.
4. **New Business**
 - 4.1 **Informational Update by John Weidl, Village Admin/Economic Development Director**
 - a. **Redevelopment Resources Report Q & A** – J. Weidl reported on recommendations from report on recruiting retail development, establishing a downtown identity and enhancing the web presence and reported that several of the items on pages 25 & 26 of the report that are already in progress. A Business Improvement District was mentioned; however there is no support for this at this time. The report is used to augment broker contacts when they ask what the Village is looking to attract. R. Walsh question regarding what properties were identified on page 28 of the report as underutilized and what the definition is of underutilized. J. Weidl commented that he will confirm but that he believes the properties were self-identified by the owners.
 - b. **Downtown Tax Incremental Finance District (TID) Discussion** – J. Weidl commented that the Village Board is not interested in undertaking this issue at this time unless a developer comes forth requesting one.
 - 4.2 **Discussion and possible recommendation for Village Admin to proceed drafting Requests for Proposals (RFP) for next level Streetscaping and Wayfinding** – R. Walsh commented he is looking to get this item to the Village Board on December 16, 2020 subject to approval from this committee. Motion (Reeves, Stockwell) to recommend the Village Administrator proceed with RFP subject to Board approval. J. Weidl commented that Village policy requires bids on public service policies over \$25,000 in estimated costs. R. Walsh asked if J. Weidl, subject to Board approving this, would have something back to the DDC by their next meetings. J. Weidl commented that that as the meeting was at the end of January, then yes. Motion unanimously approved.
 - 4.3 **Discussion and possible recommendation on the Downtown Strategic Plan ranking results, including Appendix A Goal Spreadsheet, pages 34-47** – R. Walsh reported on the results of the ranking for the Tier 1 objectives were that 1-6 and 1-5 were the focus areas. Tier 2 rankings were across the board equal in rank with nothing jumping out as a top 2 or 3 goal. On Tier 1, 1-3 had the next most votes. R. Walsh question on whether DDC and do they feel that they have met their Market Analysis and to match the report

on the Strategic Plan and the Resources report to see what has been addressed as well as develop a collaboration on working with stakeholders. S. Kulik asked what happened with the Budget for the DDC. J. Weidl commented that the Village Board has included \$170,000 (\$70,000 from 2020 unspent fund and \$100,000 in new funding) for the DDC in 2021 which is enough for the streetscape and way finding with funds left over to begin other projects. Consensus is that this item be brought back for the January meeting and for committee members to revisit the Tier 1 & 2 items and potentially re-rank them to see if there is anything from that Tier that jumps to the top.

4.4 Discussion and possible recommendation on Downtown Yours Website and Facebook Page review and discussion on improving effectiveness of DDC messaging – J. Weidl commented that Mackenzie is likely moving on in the next 60 days as she is graduating soon and he recommends a meeting within the next 60 days in order to make progress before she moves on. A meeting with E. Pautz, S. Reeves and J. Weidl to be scheduled.

4.5 Update on Mukwonago Historical Society & Friends of Library December 5, 2020 Downtown Historic Walking Tour – R. Walsh reported on the limited walking tour as part of midnight magic event on December 5, 2020. S. Reeves question on whether this is on the Chamber website. R. Walsh reported he believes it is as it is part of the midnight magic Chamber event.

4.6 Informational Update on Connect Communities – R. Walsh updated the Committee and reported that no progress has been made as the DDC focused on the streetscaping program; however it should be part of the focus for 2021 in conjunction with the DDC work on the Strategic Plan. He has requested that the committee members review the items under the Connect Communities for marketing, funding and projects to see if any grants etc. are things they would like to review. S. Reeves question on where to get the information on the Connect Communities as he has not reviewed it in a while. R. Walsh commented he would forward the links to the members.

4.7 Discussion and action on the January 28, 2020 Meeting – consensus that meeting will be January 28, 2020 at 6:00 p.m.

5. Comments from the Public – none.

6. Adjourn – Motion (Kettner, Reeves) to adjourn at 6:50 p.m.; unanimously approved.

Respectfully submitted: Sandy Kulik