

**VILLAGE OF THIENSVILLE  
THIENSVILLE BUSINESS RENAISSANCE COMMITTEE  
MINUTES**

**DATE: Monday, January 28, 2013**

**LOCATION: 250 Elm Street  
Thiensville, WI**

**TIME: 6:00 PM**

**I. CALL TO ORDER**

Trustee Lange called the meeting to order at 6:00 PM.

**II. ROLL CALL**

|                    |                             |                                |
|--------------------|-----------------------------|--------------------------------|
| Trustees:          | Kim Beck                    |                                |
|                    | David Lange                 |                                |
| Committee members: | Hugh Tewels, SCORE          | Lee Rochwerger, SCORE          |
|                    | Mark Mrugala, TBA President | Michael Goldberg, Boz's Closet |
|                    | Nichole Schneider           | Jennifer Abraham               |
|                    | Fallon Bubacy               | Jesse Daily, CORE              |
|                    | Greg Steinbrenner           | Charles Imig                   |
|                    | Jon Censky, Village Planner | John Abbott                    |
| Administrator:     | Dianne Robertson            |                                |
| Planner:           | Jon Censky                  |                                |

**III. BUSINESS**

**A.** Review and approval of the October 29, 2012 minutes

**MOTION** by Trustee Beck, **SECONDED** by Member Imig to approve the minutes from October 29, 2012.  
**MOTION CARRIED UNANIMOUSLY.**

**B.** Re-introductions including new members

**C.** Recap Main Street Program – Goals, Structure, TBRC going forward

Trustee Lange gave a brief explanation about the National Program called “The Main Street Program” and Wisconsin participates in this program. The application is a 300 page process. Trustee Lange stated that Thiensville’s downtown area is Cedarburg Road to Freistadt Road to include North Freistadt and Green Bay Road up to Freistadt Road. Communities are selected for participation in this program after going through a rigorous review process. Successful applicants are committed to the following key principles:

1. Establishment of a volunteer board of directors
2. Procurement of stable local funding
3. Development of public/private partnerships
4. Commitment to hire a program manager
5. Commitment to the four-point approach
6. Establishment of a well defined commercial district
7. Commitment to historic preservation
8. Willingness to work and succeed over time

Success is realized through a comprehensive and incremental approach. The four elements that combine to create the well-balanced Main Street Program are Organization, Design, Economic Restructuring and Promotion. Each municipality has a uniqueness of its own. This is not a grant program. A full-time Executive Director is required for a municipality that is 5,000 or more in population. If the municipality is less than 5,000 in population then a part-time Executive Director is required at 20 hours per week. The investment for the first year is \$40,000.

Trustee Beck feels that the TBA (Thiensville Business Association) should have an important relationship with this program. This Business Renaissance group will go as far as the volunteers take it.

**D. Creating the organizational structure for the TBRC**

1. Four separate sub-groups
2. Choose sub-group chairmen
3. Appoint committee members
4. Discuss the creation of timelines and goals

The three-sub-group chairmen and members that volunteered are:

Organization – John Abbot (chair), David Lange, Fallon Bubacy and Jon Censky.

Tasks: recognize existing businesses, develop processes for inviting new volunteers, exploring WiFi options (to draw people to the Village)

Economic Restructuring – Greg Steinbrenner (chair), Kim Beck, Mike Goldberg, Steve Meyer and Jennifer Abraham

Tasks: develop a business incubator outreach program, develop a list and contact sheet for local area businesses and business directory, new business development

Promotions – Jesse Daily (chair), Charlie Imig, Nicole Schneider, Fallon Bubacy, Barkha Daily, Mark Mrugula

Tasks: create and manage new promotional efforts, should be coordinated with the TBA

Please note that the tasks are not set in stone.

Contact information was provided for all the members.

**E. Recognize existing businesses**

Trustee Lange wanted to recognize existing businesses and asked what are the qualifications that need to be recognized and how should they be recognized. The Village can identify special things that are happening with certain businesses on the website. Newspaper articles can help. Member J. Abraham would like to recognize new businesses with awards for service to the community and business success. The Chamber of Commerce picks one business and one person for the annual Chamber Recognition award. Member J. Daily suggested that we not only get the word out within the borders of Thiensville but outside as well regarding current business and business opportunity. Member Goldberg feels that the committee members should talk about the different grips among the different business owners. Trustee Beck stressed very strongly that this committee is not about discussing the grips of the different businesses within the Village it is about moving forward with a positive force.

Planner Jon Censky commented that it is difficult to discuss a particular property without having listed it on the agenda. Mr. Censky had an issue years ago when he represented the City of Mequon and a particular property was discussed at a meeting which almost became a potential lawsuit from this particular property owner specifically because it was not an agenda item.

Mr. Scott Shully has been very positive with all of his dealings with the Village procedures and working with Village staff in regards to his new building on Green Bay Road. This committee would like to promote this type of positive feedback in some form.

**F. Develop process for inviting new volunteers**

This should be under a sub-group organization plan.

**G. Develop a business incubator outreach program**

Trustee Lange reported that Ozaukee County already has a business incubator program and would like to coordinate with this program and potentially work with some of the local land owners. The Logemann Center in Mequon has an incubation outreach program and maybe these resources could be used together.

**H. Develop a list and contact sheet for local area businesses**

Trustee Lange suggested that the website could have a link to what a particular business does and include contact information. The TBA will get involved with this. This committee can help with the promotional aspects of the businesses. There was discussion about having the Farmers Market on Saturdays to compete with other municipalities.

**I. Store the survey information**

Decision must be made as to where the survey information is kept.

**J. Help with next year's Main Street Application Process**

No discussion tonight on this topic. This would have to be a monetary commitment from the Village.

**K. Help create content for the business directory web site**

This was previously discussed.

**L. Help create, organize and run Thiensville promotions**

Promotions will have the most immediate impact.

**IV. BUSINESS FROM THE FLOOR**

**A. Citizens to be Heard**

Open to any citizen who wishes to speak on items not on the agenda. Please step to the podium and give your name and address for the record.

**V. MISCELLANEOUS BUSINESS BY TRUSTEES AS MAY PROPERLY BE BROUGHT BEFORE THE COMMITTEE.**

**VI.        ADJOURNMENT**

**MOTION** by Member Goldberg, **SECONDED** by Trustee Lange to adjourn the meeting at 7:22 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Approved by,

Susan R. Conway  
Administrator Robertson

Dianne S. Robertson  
Village Clerk