

Minutes
February 11, 2013
TRBC – Thiensville Renaissance Business Committee



Promotional Ideas – TO BE PRESENTED TO TBA BOARD

1) TBA/TRBC Facebook Page

- Both have a separate page? Combine efforts to a single page.
 - o Currently there is a "Village" FB page – however, it's not really focused on promoting events
 - o Separate FB Page for TRBC/TBA would be ideal to show community that we are moving forward, and also provides us a nice and easy method to post events, etc.
 - o Volunteers: Fallon Bubacy, Barkha Daily & Andy LaFond (Village)
 - o Get the live feed from "fish" in river. Potentially names ones that come by camera often – competition for the kids?

2) Ladies Night

- Is there a possibility to mimic what Port Wash is doing in order to generate revenue for the Village from this effort? We discussed \$5/person
 - o PW has ladies meet in specific location, pick up grab bag "passport" for the community which includes some items and a list of participating businesses

3) Polar Express (get on the Program with Grafton, PW, Cedarburg)

- o Visit Santa, etc.
- o Use Firehouse as location?
- o Homestead Choir?
- o Combine with Tree lighting?
 - Most likely we only get to have the "Express" once every 4 years based on current schedule

4) M-T Chamber of Commerce

- Is there a presence there from T-Ville? Last meeting, LOTS of discussion around development in T-Ville.
 - o We should have TBA member present at each meeting --volunteers?
 - Jesse Daily, Mark Mrugala, etc.

5) City-wide Wi-Fi Access

- Open to business, residents and visitors of Thiensville
- <http://www.mequonnow.com/news/communitywide-wifi-an-option-in-thiensville-7o8ip2t-188949701.html>
- Idea was brought up in TRBC meeting that offer Wi-fi at the Village Park. This would help increase traffic and usage of the facilities there and would also help spur interest in the activities described below

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6) Saturday Village Market ("Discover the Village Park") – this is NOT replacing Farmers Market

- Location options: Village Park, Lot in front of Remington's
- Hours 12pm – 4pm?
- Signage – significant signage increase to draw traffic, can combine with signs for Farmers Market
 - o Proposing 5 "Sandwich" board signs with excellent graphics and marketing
 - o Add event(s) to the sign as just entering city from South on Main
- Event will need a "tent" on the grounds for inclement weather – permanent or temporary
 - o Is the tent from Shully's sold? Can we get them to donate to Village?
 - o If not, are there other viable options? Suburban Rental?
- Weekend (Sat) Village Market wherein we can expand beyond the Farmers Market to include more services and offerings – differentiating a theme each month
- **Themes Presented:**
 - o Music – Local bands, high school, headliners
 - o Bike Safety, Fire Safety
 - o TBA Picnic/Dinner
 - o Annual River and Park cleanup
 - o Sturgeon Stocking Day
 - o Cardboard Boat Race
- **Beer Garden in the Park (theme or "event")**
 - Lots of activity on this discussion – do we take this as an individual event on Thursday or Friday (or both?) – do we also include live music and other activities?
 - Should this work out, T-Ville should look to bring local brewery into town to bring out the "micro brew" crowd.
 - o Miller and Budweiser wont cut it.
 - o Need to bring in brewers from OZ County and surrounding communities for event.
 - o Fishing Contest
 - Orvis in Bayshore potentially sponsor?
 - o Curling (potentially use baseball field for ice rink)
 - Steve Shallock and T-Ville Curlers, Tosa Curling Club
 - o Art in the Park
 - Outdoor gallery
 - Painting workshop
 - Christine from Glaze - outdoor project
 - o Easter Egg Hunt
 - o Pumpkin/Squash Size Competition (in fall)
 - o Dog Days
 - Special exception to bring dogs to park



- Dog activities, competitions, etc.
- **Other Enhancements**
 - Floral (could use their own or Farmer's Market product)
 - Basic tips for making your own arrangement
 - Basic tips for making your own corsage
 - Interior Design
 - Tips for interior design (Krupke, etc.)
 - Food (Live and Vendor)
 - Cooking with Shully's
 - Outdoor BBQ ala Haus of Prime
 - Breakfast with B1 or Fiddleheads
 - Yoga
 - Demo class
 - Lawn mowing and/or Bicycle Clinic
 - Maintenance and Repair
 - Healthcare provider workshops
 - Etc...

7) Tuesday Farmers Market

Overall Promotional Upgrade

- Increase operating hours to bring in traffic from after-work persons
 - Current hours are 8am – 4pm
 - Modify hours to 10am – 7pm
- Change location from “temporary” site (Walgreen’s Parking Lot) to Village Park
 - Gives Tuesday Farmers Market a Permanent home
 - Lots of discussion on what’s going on with Jennings lot – hate to lose location and uproot event
- Offer electricity to vendors if location is changed to Village Park
 - Will the vendors pay? How much would it cost?
- Increase # of Farmers attending event (priority given to those that have come in past)
 - Allow for “new” Farmers to “try” the FM without having to commit to entire year.
 - Currently – the rules state no daily spaces – we’d like to offer option to increase # of farmers and diversity of vendors
 - Fee would be \$70/day – and if Farmer wanted Annual access – the fee would go towards annual membership (\$135)
- Determination of address for Checks, Membership materials, etc.
 - Currently going to Nichole home address – TFM/TBA needs **permanent** location to send mailers to and from
 - TBA PO Box? Who would have key – who would manage the in/out of it?



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- Offer free Wi-Fi to anyone that visits the park
 - o Would include significant signage, promotions to inform
- Possibly offer a "Live after 5" band, beer, cooked food, etc. (very popular in other communities)
 - o Hours from 5-7pm in the Park on Tuesdays – short sweet and fun!
- Determination of Volunteer Team:
- Currently: Jesse Daily, Barkha Daily, Fallon Bubacy, Jennifer Abraham, Mark Mrugala, Betty Freedman, Amy Ollman, Megan Borland, Tina Barson, Emily Gerkhe, Nancy Egelhoff, Theresa Umhoefer, Homestead HS, others???

Events - Current and Future

Ladies Night Out

CUC Homecoming Parade (Kim Beck to Follow up)

Logemann moving Historic Days to Village Park in Fall – homecoming parade end at Village Park

Santa/Tree Lighting

Coordinate Pole lighting for Village's Christmas Tree Decoration

Best Christmas Décor - Resident and Business

Sidewalk Sale/Rummage Sale

Business to Business Evening Networking

Scholarship

Float Judges - Fun Before the Fourth Parade

Harley Labor Day

Harley Block Fest

Criterion Bike Race

Fun Before the Fourth

Lion Fest

Little League

T-M Men's Women's, Mixed Baseball Leagues

River Camera Keepers

Can they be improved? Can we help?

- Partner with Businesses outside community to do events in community if necessary
- Very well planned events with very specific defined time commitments for volunteers
- Utilize service groups, high school service hours

BizTimes and Business Journal

- Anna Bakalinsky of Mila's European Bakery has been named one of the Business Journal - 2013 Class of 40 under 40 leaders of Milwaukee
- New Boutique/Refurb shop on Main
- Other local news??? Reuters???