

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

DATE: Monday, February 25, 2013

LOCATION: 250 Elm Street
Thiensville, WI

TIME: 6:30 PM

I. CALL TO ORDER

Trustee Lange called the meeting to order at 6:30 PM.

II. ROLL CALL

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

III. BUSINESS

A. Review and approval of the January 28, 2013 minutes

MOTION by Member Imig, **SECONDED** by Member Mrugala to approve the minutes from January 28, 2013.
MOTION CARRIED UNANIMOUSLY.

B. Brief Re-introductions for all members

With the new member additions everyone introduced themselves.

C. Recap Sub-Group members/agendas and progress status update of current projects

The subgroup "organization" met on Tuesday, February 5, 2013 chaired by J. Abbott. The available commercial properties in Thiensville are now on the website. Additional volunteers are needed for this subgroup. J. Abbott explored additional Wifi options and talked to Brian Erlicksen who did some work in Ozaukee County to get his expertise on Wifi. The suggestion had been made to start with putting Wifi in the Village Park. With the way technology is moving the need for large area Wifi is becoming a thing of the past and the culprit is the Smart Phone. If a beer garden were created in the park, Wifi would be a very useful thing but during special events it would be wise not to have Wifi on due to system overloads. Lightning strikes in Jackson took out 20% of the Wifi equipment per year and temperature fluctuations can also create havoc with equipment.

Trustee Beck confirmed that the best places to have Wifi are public places and suggested having Wifi in Molyneux Park. Chuck's Place on Main Street has Wifi.

Trustee Lange commented that the relationship between the different entities/subgroups will be critical for this committee's success in addition to the businesses themselves. Trustee Lange talked to Sprecher Beer in regards to the Beer Garden idea and they are very interested in Thiensville since they have been shut out of Milwaukee. Trustee Lange will meet with the Sprecher representatives prior to them meeting with the Village Board. The park rules need to be modified in regards to dogs.

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Trustee Beck feels that the bike trail needs to be more in sync with the Village and it feels as if you are in another world when you are on the bike path. The subgroup "promotions" will look at this. Additional business signage could be placed on the kiosk in Thiensville to draw business into downtown Thiensville.

Thiensville has some of the busiest traffic on the bike path. The Thiensville Business Association has stated that if Wifi in the park is a minimal expense they may take care of the cost. An estimate for Molyneux Park will also be looked at.

J. Abraham suggested that mobile hot spots should be looked at. J. Daily stated that Wifi would work much better than a hot spot. His office tried it and it did not work and they only have 8 people.

Trustee Beck stated that the committee would like to develop a piece to pitch Thiensville as to why you should do business here. The committee wants to host a business forum in about 6 months to build a relationship between the Village, Developers and Real Estate Brokers and to create a business incentive program. Another topic is what will the Village do to promote the 110th Harley Anniversary? The committee is looking for two more people, specifically someone in the banking business that does commercial lending and a commercial real estate broker.

J. Abbott reported that Brian Erlicksen looked at Thiensville to relocate his business but when he looked at the buildings he felt they were "seedy". Mr. Erlicksen was looking to bring clients into his offices and the image was not what he wanted to project to his clients even though he loves the buildings and the setting. What are the responses or feedback that real estate brokers get when they are showing a property in Thiensville? The committee will make a point to find out. Recently Village officials have been trying to get developers into Thiensville. The Village needs to be a B&C level real estate, somewhere you go to shop and not just drive through. Trustee Beck feels that having a new upscale development at Mequon Road and Cedarburg Road as the entrance into Thiensville will be a benefit. There is a RFP (request for proposals) out to developers for the two properties that the Village just purchased on N. Main Street.

J. Daily reported that the TBA met today and there was a Promotional Committee meeting on 2-11-2013. Fallon Bubacy will work with posting social media on Facebook & Twitter. There was discussion on charging a fee to participate in Ladies Night Out and to have the Farmers Market at Village Park instead of Walgreens Parking lot. The Polar Express idea was touched on and to maybe have the Village do this on our own but this will be discussed later this year. The Polar Express is a set station where tickets are sold during the Christmas season and then kids would get onto a bus or trolley and go around the village and then stop at the North Pole where Santa would be. Then the bus/trolley would bring the kids back to the tree lighting. Right now Cedarburg, Grafton, and Port Washington are doing this and they rotate every 3 years.

J. Daily feels that there should be a Farmer's Market on Saturday in addition to Tuesdays with Saturdays being a once per month theme event and not just a Farmers Market. Other vender themes could take place. Elm Street is not as heavily trafficked as Main Street which could be a problem and also parking is a big concern with the baseball events. The Farmers Market attendance has decreased in the last few years. The TBA voted today to recommend moving the Farmers Market from Jennings parking lot to the Village Park. The layout of the park for the Farmers Market was discussed and the proximity of each vendor to each other. The boat launch will be another issue. Trustee Lange loves the idea of rediscovering the park. To get approved by the State of Wisconsin (the WIC program) it must be a "farmers market" and the Department of Health and Human Services comes every 2 years. If a Saturday event is created then this would be separate from the Farmer's Market and even though farmers could sell they would not be able to take the WIC payment. The state rules must be followed. There was talk about having food or a concession stand at the Farmers Market or at the Beer Garden and who would pay for it, maybe Sprecher? The Farmers Market will be discussed at the March COW.

D. First TBRC Recognized Thiensville business

Trustee Lange announced the first recognition plaque for outstanding leadership in the Thiensville Business Community to CORE, Jesse Daily and Matthew Buerosse.

IV. BUSINESS FROM THE FLOOR

A. Citizens to be Heard

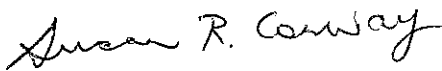
Open to any citizen who wishes to speak on items not on the agenda. Please step to the podium and give your name and address for the record.

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

VI. ADJOURNMENT

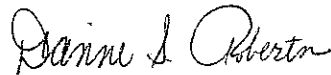
MOTION by Member Mrugala, **SECONDED** by Trustee Beck to adjourn the meeting at 8:12 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,



Susan R. Conway
Administrative Assistant

Approved by,



Dianne S. Robertson
Village Clerk