

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

DATE: Monday, March 25, 2013

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

TIME: 6:30 PM

I. CALL TO ORDER

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

II. ROLL CALL

Trustees:	Kim Beck	
	David Lange	
Committee members:	Hugh Tewels, SCORE (absent)	Lee Rochwerger, SCORE
	Mark Mrugala, TBA President	Michael Goldberg, Boz's Closet (absent)
	(arrived 6:40PM)	
	Nichole Schneider (inactive)	Jennifer Abraham
	Fallon Bubacy	Jesse Daily, CORE
	Greg Steinbrenner	Charles Imig
	Jon Censky, Village Planner	John Abbott
	Steve Meyer (absent)	Barkha Daily (absent)
Administrator:	Dianne Robertson	

III. BUSINESS

A. Review and approval of the February 25, 2013 minutes

MOTION by Member Imig, **SECONDED** by Member Steinbrenner to approve the minutes from February 25, 2013. **MOTION CARRIED UNANIMOUSLY.**

B. Brief Re-introductions for all members

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

Member Abbott reported that member Bubacy has been working on contacts for volunteers for different projects in addition to working with people from Homestead High School and Concordia University. The sub-group will work on newspaper articles. Trustee Lange commented that there is a volunteer website for different groups that has a variety of different programs. Member Abbott also stated that job descriptions need to be created and mission statements for the sub-committee members.

Planner Jon Censky has completed his review of the revised sign code. Available properties are listed on the village website and this will be updated quarterly.

Trustee Lange has been busy with the beer garden and has been in touch with Dave Hamilton from Sprecher and he is very interested in working with Thiensville. Sprecher would make this endeavor very family oriented with food and merchandise available also. Sprecher will develop a proposal for the Village Board to review. Trustee Lange feels this beer garden will be different than anything anybody else has in the surrounding areas and is perfect for Thiensville. This hopefully will help the local businesses rather than be a detriment to them. There was discussion regarding the fire department buildings in the park and that the committee/fire department would share in the revenue to fund its endeavors.

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Member Abbott met with Director of Public Works Andy LaFond regarding WiFi in the park. Mr. LaFond is looking at a larger area and many details will have to be worked out. The access could be through the Old Village Hall with an antenna on top of the building and would include Molyneux Park. This will have to be worked out through the county but security may be an issue if the county system is used and will we need more bandwidth? There is nothing budgeted but there is some flexibility within the budget.

The next people/businesses to receive a plaque should be Anna Bakalinsky from Mila's Bakery and E-Collectique Boutique, owner Mikelle Flanner. Member Abbott will talk to member Bubacy to create awards and she will submit expenses to Administrator Robertson.

Member Steinbrenner recommended that the committee needs to create a story to tell and decide who to tell it to. Also the committee wants to create a presentation as to why invest in Thiensville or the greater Thiensville area. Mr. Ken Hurarra, Thiensville resident would be perfect for this in addition to maybe Dennis Dean, Dennis Krause, Tom Pippins who are all local celebrities that live in Thiensville. There was discussion regarding a business forum on September 18, 5:30 PM at Shully's. The idea would be to have a casual meet and greet and have Scott Shully give his presentation regarding "Why Thiensville"? The committee needs to discuss branding. Thiensville has walkability and biking. It would be nice to have a program with banks that offered small loans for small businesses.

Member Daily has created a page on Facebook for TBRC to include Farmers Market information. There may be a charge for Ladies Night Out this year to generate some revenue. There may be 1-2 Saturday Village Markets with one of them putting a lot of effort into the Harley 110th anniversary which could be almost a mini Summerfest.

The meeting with the farmers went well. Their main issue was that they have been paying the Thiensville Business Association (TBA) but didn't really see any marketing efforts from the TBA in regards to the farmers market. Member Daily and Member/TBA President Mrugula are looking into reducing the fee for the farmers. Additional signage will be created for the Farmers Market also. The farmers would like to have coffee at the market so members will work on this and would love to have Fiddleheads coffee provided. Another thought was to have recyclable reusable bags given to customers of the Farmers Market.

Trustee Lange thanked committee members for all the time and energy expended.

D. Discussed recognition of Thiensville business

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 Beck, **SECONDED** by Member Abraham to adjourn the meeting at 8:04PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk