

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

DATE: Monday, April 22, 2013

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

TIME: 6:30 PM

I. CALL TO ORDER

Administrator Robertson 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
	Mark Mrugala, TBA President	Michael Goldberg, Boz's Closet
	Fallon Bubacy	Jennifer Abraham
	Greg Steinbrenner	Jesse Daily, CORE
	Jon Censky, Village Planner	Charles Imig
	Steve Meyer (absent)	John Abbott
		Barkha Daily (absent)
Administrator:	Dianne Robertson	

III. BUSINESS

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

MOTION by Member Abbott, **SECONDED** by Member Daily to approve the minutes from March 25, 2013.
MOTION CARRIED UNANIMOUSLY.

B. Brief Re-introductions for all members

Everyone re-introduced themselves.

C. Kathleen Schilling, Executive Director of the Ozaukee County Economic Development will present business opportunities and development with focus on Q & A's

Kathleen Schilling was in attendance and she gave a brief description of OED's mission and funding. They provide loans and resources for businesses. They provided a loan for a new restaurant in Mequon called Joey Gerard's. US Health and Wellness in Thiensville was granted a county loan from CDBG. USDA loans are available for smaller northern communities because they are considered rural. Anything that touches Mequon is not rural because of how large they are which makes it impossible for Thiensville to get any type of a USDA loan. SBA loans are available for small businesses. If any training is utilized or requested by a business in regards to obtaining a loan they would have to utilize the MATC school of training. State tax credits are also available. Almost all loan filtering goes through OED for any municipalities in the county. The OED has an economic practitioners group, which is anyone who works for any of the communities that is doing economic development. This group can help provide branding and marketing materials and Ms. Schilling is familiar with the process and can assist businesses with this endeavor. Demographics can be developed for certain sites within municipalities or surrounding areas. New or current businesses usually know which community they want to locate or relocate in and they want significant incentives. The Village should look at other communities to see what businesses they have that we do not. Ms. Schilling reported that they work more with new businesses and relocations than they do from a community side of looking for new businesses. Ms. Schilling commented that sometimes the perception from people is that there is a hardship of getting things done in Mequon which spills over to Thiensville and people don't understand that there is a whole separate set of governance in Thiensville.

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Trustee Lange gave Ms. Schilling a brief synopsis of what the TBRC is doing. This group (TBRC) is modeled after the Main Street Program. Member Daily commented how great the entity BizStarts is with getting new businesses up and running. The Village has a niche of small businesses with the exception of Walgreens, BP and Exxon Mobil.

There will be a Thiensville Business Forum in September at Shully's (possibly) and Ms. Schilling is invited.

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

Member Abbott reported that they have two plaques ready to present to local businesses and hope to present Ms. Mikelle Flanner's plaque at the May meeting. There will be a WiFi meeting at the Village Hall tomorrow afternoon.

Trustee Lange met with the Thiensville Fire Department and talked with them about the Beer Garden in the park and working together in sharing events. Mr. Hamilton from Sprecher is open to do anything we are looking to do. There will be an open opportunity for local businesses to serve food. Mr. Hamilton from Sprecher will be creating a proposal to present to the Board.

Member Daily thanked everyone that has been involved that was present at the meeting. There was unanimous approval to move the Farmers Market from Walgreens parking lot to Thiensville Village Park. There are 22 confirmed farmers, 40 spaces rented. There will be vendors providing honey, meat, dairy, cheese cakes and coffee will be provided by the TBA. The coffee supplier is Teresa Umhoefer from BP. There is \$5,000 available from the TBA for marketing.

Mr. Goldberg asked why the market is being moved from a high traffic area and Mr. Mrugula responded that the idea was to draw people to shop at other vendors (spill over affect) and slow the customers down instead of coming to the market get what they want and leave quickly. Mr. Jennings (owner of Walgreens parking lot) will be happy to take the market back on his property if it does not work in the park. The committee would like to petition the Village Board for donations to increase the marketing efforts.

Member Steinbrenner reiterated the fact that they want to create a message and package for possible investors to look at the Village. The first forum will be in September potentially at Shully's Watermark and this group has been brainstorming for ways to bring developers to Thiensville.

Administrator Robertson talked about Port Washington State Bank and the fact that they are going to offer low interest loans from \$5,000 to \$50,000 to new or current businesses that would involve an economic development type gain to be eligible. This loan could be used for new equipment and signage but not for working capital or consolidating existing debt.

E. Discussed recognition of Thiensville business

Trustee Beck commented that there are two businesses that need to be recognized Mikelle Flanner (E Collectique Boutique) and Anna Bakalinsky (Milas Bakery) and at least one of them will be recognized at the next meeting.

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 Trustee Lange, **SECONDED** by Member Steinbrenner to adjourn the meeting at 7:44 PM.
MOTION CARRIED UNANIMOUSLY.

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk