

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

DATE: Monday, June 24, 2013

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

TIME: 6:30 PM

I. CALL TO ORDER

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

II. ROLL CALL

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

III. BUSINESS

A. Business recognition (Mikelle Flanner, E-Collectique Boutique)

Ms. Mikelle Flanner was in attendance. Ms. Flanner purchased and totally remodeled the building at 174 S. Main Street and is doing very well with her new business in Thiensville. A picture was taken for the News Graphic. Thank you to Ms. Flanner!

B. Review and approval of the April 22, 2013 minutes

MOTION by Member Daily, **SECONDED** by Trustee Lange to approve the minutes from April 22, 2013.
MOTION CARRIED UNANIMOUSLY.

C. Brief Re-introductions for all members

Old members reintroduced themselves and new members introduced themselves. President Mobley was also in attendance. Marc Mrugala commented that the first farmers market had 1,100 people shopping, the second farmers market had an attendance of 1,600. There are currently 48 confirmed vendors and a waiting list of 25 vendors. Jennifer Abraham feels that with having Jesse Daily and Marc Mrugala (along with several others) welcoming people to the market this makes it special.

Thanks to Thiensville Do it Best on N. Main Street for donating 5 pull carts for people that are buying quantity for easier shopping. The Cardinal Football team members are volunteering their time to help older shoppers with flowers and large items to help them get to their cars in addition to helping the merchants. Donuts are being provided by BP Thiensville on S. Main Street.

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Another new idea for the market is the “Best Dam Chef” which is a food sampling competition. The chefs can only use the products provided at the market on that same day. Five chefs will compete for five weeks in a row and the winner goes on to the finale which is August 20, 2013. The first competition is July 16, 2013. The chefs can only bring utensils, cookware and grills but no spices, oils etc. The Chefs will receive \$30 to shop the market. Tables, salt and black pepper only will be provided. The winner receives a tee shirt, a plaque and \$100 to shop the market. Outpost Foods has indicated that they would like to sponsor this event. There are boy scouts that are interested in competing. The judges will hopefully be members from the Fire Department, some Trustees, maybe some TBA members, and possibly President Mobley. There was discussion to try to get some celebrity judges that live in the area.

Trustee Lange commented that his concerns over the Farmers Market going forward are sustainability over a long period of time. Marc Mrugala responded that they are attempting to try to get some kind of cash flow so that a part-time/full-time person could be hired to manage the market in the future. Member Goldberg mentioned that maybe the businesses in Thiensville could put up a pop up tent for their business and the TBA would charge them a discounted rate. These businesses could set up on a one time basis or a few times. TBA President Mrugala is trying to get all of the Thiensville businesses to work in harmony and as a team which will help to create a strong business community. Member Daily has documented the history of the farmers market so far this year.

Any musicians at the market must belong to ASCAP if there is music played in the park and they charge a fee. This organization has actually shut down farmers markets across the country for not paying the fee to ASCAP when there was music involved.

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

Member Daily stated that there are a lot people asking about WiFi. Member Cabaniss reported that he along with Public Works Director Any LaFond, and people from Ozaukee County IT Department met late last month and the WiFi will require its own separate internet provider for security reasons. The cost for this is approximately \$3100 (basically a one-time charge) and there will be extra monthly charges that are unknown at this time. Of course this will only be for a few months a year during good weather. The members are waiting for additional questions to be answered and then this would have to be presented to the Village Board. WiFi will not just be for the farmers market only. One of the things that would be handy for the merchants would be to use the internet to accept credit card transactions in addition to the snack shack during softball games.

There was an ATM machine at the market the first week which nobody expected it to be there so because of only 12 or 13 transactions that day the gentlemen pulled it out after the first week without even telling Member Daily. Member Goldberg commented that PNC Bank has a van with a mobile ATM machine.

E. Business Forum – September 25, 2013

Member Steinbrenner reported that there will be a Business Forum on September 25, 2013 at Shully's. At this forum there will be a sales pitch on Thiensville in addition to cocktails and hors d'oeuvres to bring in potential developers.

President Mobley commented that the work along Pigeon Creek wall near the Old Village Hall will be completed this fall. The fish and wildlife service has sent the Village an email asking if there is going to be an event to celebrate the end of the Pigeon Creek Project and the fish ladder. They have a plaque to put up if the Village has such an event. President Mobley would like to have one special event to incorporate all the positives going on but weather will depend on the timing of the completion of the Pigeon Creek Project. The branding committee should be linked to this event also. Lisa Giuntoli was in attendance and she does corporation communications for Manpower Group so she would be happy to help with any media exposure. Lisa Giuntoli would also like to see Thiensville promotional material available. The branding group will be handling this idea of creating an identity for the Village. Lisa Giuntoli will be on the next Village Board agenda for appointment to the TBRC.

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.**

President Mobley reported that the demolition will be taking place on N. Main Street very soon. There were three proposals brought to the Village for future development.

VI. **ADJOURNMENT**

MOTION by Member Mrugala, **SECONDED** by Member Goldberg to adjourn the meeting at 7:45PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk