

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

DATE: Monday, July 29, 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 (excused)
	Marc Mrugala, TBA President	Jennifer Abraham
	Fallon Bubacy	Jesse Daily, CORE (excused)
	Greg Steinbrenner	Charles Imig
	Jon Censky, Village Planner	John Abbott (excused)
	Steve Meyer	Barkha Daily (excused)
	Steve Giuntoli	Nick McLellan
	Lisa Giuntoli	
Administrator:	Dianne Robertson	

III. BUSINESS

A. Business recognition

There no business recognitions at this time.

B. Review and approval of the June 24, 2013 minutes

MOTION by Member Giuntoli, **SECONDED** by Member Mrugala to approve the minutes from June 24, 2013.
MOTION CARRIED UNANIMOUSLY.

C. Brief Re-introductions for all members

There were brief re-introductions of all members. Administrator Robertson reported that a card and donation was sent by the Village to the family of Mike Goldberg for his memorial who recently passed away.

Trustee Lange recapped the reason for the TBRC's organization. There was a program that the State has in addition to a National program from the Wisconsin Economic Development Corp. which is called the Main Street Program. This program provides support to revitalize urban areas throughout the State of Wisconsin. There are 38 cities and villages in Wisconsin that are currently participating in this program. This group has been structured in a similar format to the Main Street Program with subgroups that have been created.

One of things that being worked on is WiFi in the park. An analysis would cost about \$2700 including all the foliage in the park. This needs to be completed before we know how much hardware the Village would need. The total cost is about \$5300 and there is no need to budget for the analysis unless we are sure the WiFi can go through. The budgeting process will be in October so this will not happen until next year. A business directory is also being created for the website so that a search can be done for any type of business that is located here.

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

Marc Mrugala reported that at the Farmer's Market tomorrow they will be looking for participants to partake in the Iron Chef competition. Outpost has agreed to help sponsor this competition and this competition will go on for about 5 weeks. 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. 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. One of the judges may be President Mobley.

The Farmer's Market has been a huge success! People are coming from all over to shop at the market. The number one complaint right now is parking. The TBA has kicked around making Elm Street a one-way street on Tuesday's only and asked if this was possible. Administrator Robertson reported that soon there will be a bridge over the millrace so that if people can carry their bags to Green Bay Road that will help somewhat with the parking issue.

Ladies Night Out will be October 10, 2013. They may charge a small fee for the bags.

Trustee Beck would like to change the route of the Homecoming Parade for Homestead High School so that the parade ends in Village Park. Right now it ends at the library in Mequon and everyone disperses. If it ended at the park there could be a small celebration.

Greg Steinbrenner heads up the Economic Development Sub-Committee. Lisa Giuntoli recently joined the committee. Lisa is working on a script for the Economic Forum in September and would like to show a video. Dennis Dean from the Dean Group was working on a video for Thiensville and Ms. Giuntoli had a chance to talk to Dennis today and the idea is to put together a 2-3 minute video why Thiensville is a good location to locate a small or medium size business. This will be premiered before the Business Forum date in September.

E. Business Forum – September 25, 2013

The Forum starts at 5:30 PM on September 25, 2013. There will be an informal social hour at this Forum. Invitations will be mailed in late August to include small to mid size developers, local elected officials, Alberta Darling, existing business owners etc. An invitation could be extended to Governor Scott Walker also.

There is \$1500 budgeted for this committee this year. There was discussion about having booths set up by local businesses and charging \$50 per booth for a local "presence". Banks are always willing to set up booths at something like this. Trustee Lange asked how the branding will be prior to this or will we wait until feedback comes in after the forum. The members felt that branding should come after the forum. Who will be hosting? There was discussion about Village accomplishments that could be presented at this forum including Reuters Insurance, Shully's Watermark and the fish ladder. Ms. Giuntoli and Ms. Bubacy will figure out what they can include within a time limit of 1 to 1 ½ hours.

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 there was a public presentation regarding the old M&I Bank Building from MSP who is proposing 60 luxury apartments at this location. This will be presented to the Village Board and Plan Commission on August 6, 2013. The Village Board has not commented on this proposal at this time. MSP is asking for a change in zoning. The Main Street properties will also be discussed at the August 6 meeting which will include CORE, Dr. Lewis and Knobloch Nelson Architects.

There will also be work done on the Green Bay Bridge, the wall along Pigeon Creek, the parking lot next to the Old Village Hall and a portion of Reuters Insurance.

Administrator Robertson reported that there is a local eagle scout (Ben Beck) that is sprucing up the Thiensville sign by the old mill and the sign will be lit. This area will be transformed from what it was 10 years ago.

The Beer Garden will be discussed later this year for possible next year implementation.

VI. ADJOURNMENT

MOTION by Member Mrugala, **SECONDED** by Member Steinbrenner to adjourn the meeting at 7:23 PM.
MOTION CARRIED UNANIMOUSLY.

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk