

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

DATE: Monday, September 30, 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 (excused)	
Committee members:	Hugh Tewels, SCORE	Lee Rochwerger, SCORE
	Marc Mrugala, TBA President	Jennifer Abraham
	Fallon Bubacy	Jesse Daily, CORE
	Greg Steinbrenner	Charles Imig
	Jon Censky, Village Planner	John Abbott
	Steve Meyer	Barkha Daily
	Steve Giuntoli	Nick McLellan
	Lisa Giuntoli	Bob Dodge
Administrator:	Dianne Robertson	

III. BUSINESS

A. Review and approval of the August 26, 2013 minutes

The minutes from August 26, 2013 were approved.

B. Brief Re-introduction for all members

There was a brief re-introduction of all members and new member Bob Dodge introduced himself as a Thiensville resident. He has been very involved with computer design and support in his career.

C. Promotion Committee Report

Jesse Daily reported that within the Farmer's Market and the "Best Dam Chef" Competition Ms. Nancy Egelhoff won the competition and has been invited to compete on the Master Chef TV Show with VIP access and bring a dish to the show. The Farmer's Market will continue with this chef competition next year and maybe even have a junior chef competition. The facebook promotions have been very effective for the Thiensville Business Association (TBA).

There will be a Halloween Trick-or-Trick event scheduled for October 22, 2013 which is the same day as the Farmer's Market. One of the things that Mr. Daily is proposing is a sign over the Village Market entrance (entrance to the Village Park). Conceptual designs are being brought to the Board on October 7, 2013 to be discussed for budget purposes. Mr. Daily would also like to see the market move into the grassy area of the park and move off the parking lot and to include pathways and driveways installed on the northern center part of the market for vendor access. There are a lot of elderly people with walkers that cannot walk on the grass. Emily Gehrke from Frenz Market in Thiensville is going to apply for a grant from the State of Wisconsin for expansions for the Farmer's Market. The Farmer's Market made about \$12,000 to \$15,000 this year.

Jennifer Abraham asked if the Farmer's Market moves to the grassy area then will the market open up a little bit later in the season? Jesse Daily agreed that there could be water issues even in the parking lot. Lisa Giuntoli asked about having entertainment from 6PM to 8PM and to include a beer garden. The bids will be going out in December for a potential beer garden. One of the problems this year was getting the vendors to stay the whole time. The top vendors will definitely be invited back next year.

D. Organization Committee Report

John Abbott reported that his committee had a meeting on September 11, 2013. The committee finally got a rough estimate for putting WiFi in the park and is over \$22,300 which is too much. The conclusion is that as fast as technology is changing we will pass on WiFi for now. People can use smart phones as their hot spot if they wish. There was also talk of the possibility that Time Warner could bring in a van and allow WiFi in the park but they do not offer this. Because of the budget timelines there will not be enough time to look for other sources. There has been a request for an ATM for farmer's market purposes and just the ability to get cash easily for Village business like paying parking tickets.

John Abbott reported that the committee wants to recognize Anna Bakalinsky as owner and principal of Milas European Bakery. There are now two compilations of businesses, websites and phone numbers and the committee has got to get rolling on placing businesses on the Thiensville website. The committee discussed the Mequon & Thiensville parking analysis that was completed in 2005 and given the current focus on Main Street they wanted to wait for an updated study until 2014. The committee offered help to Greg Steinbrenner on the Forum but he did not need extra help he just wanted more assistance in getting more people to come.

E. Economic Development Committee Report

Greg Steinbrenner was not able to attend the Forum but it went well. The committee had talked about funding sources and some incentive plans. There was a lack of clarity as to why the Forum was held by some people. The desire is to keep pushing "our" message forward.

F. Review September 25 Business Forum

Lisa Giuntoli feels that the Forum was well done and well put together. The speakers all did a great job. Trustee Beck had talked to President Mobley after the event and they both felt that if it was funded by the Village this should not be an event that is invitation only. There were some businesses that did not get an invitation because the emails were not available and they wondered what was going on when they saw the article in the paper. Many people do not check their emails on a regular basis. The committee will try to streamline this process. The Shully's were very surprised over their recognition that they received at the Forum. Now that the Forum has been held the involved parties agreed that they should have a "brainstorming" session for future events.

G. Future Plans

Jesse Daily reported that there has been discussion about shutting down Green Bay Road next summer for a "Best Dam Day on Green Bay" where they would hold a festival similar to the Strawberry Festival in Cedarburg. The people that organized the "Taste of Mequon" that was recently held in Mequon did not contact Thiensville for any mutual participation. Jennifer Abraham reported that one of the problems was that any Thiensville restaurants would have had to buy a liquor license for that day for the City of Mequon. The solution could have been to have it held half way into Thiensville. The "Best Dam Day" could be in August and coincide with the Rummage Sale or have it sometime in October. This should not interfere with other large Village events. Lisa Giuntoli wants to have a Community Day also to focus on the residents.

There was also talk about having a Village Newsletter done more often and having it emailed and also a cable channel (which has been done before) for posting events.

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 AS MAY PROPERLY BE BROUGHT BEFORE THE COMMITTEE.**

VI. **ADJOURNMENT**

The meeting adjourned at 7:45PM.

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk