

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

**DATE: Monday, January 27, 2014**

**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 (excused)	Lee Rochwerger, SCORE (excused)
	Marc Mrugala, TBA President	Jennifer Abraham
	Fallon Bubacy (excused)	Jesse Daily, CORE (excused)
	Greg Steinbrenner	Charles Imig
	Steve Meyer	John Abbott (excused)
	Steve Giuntoli	Barkha Daily (excused)
	Lisa Giuntoli (excused)	Nick McLellan
	George Coulter	Kristina Eckert (late arrival)
		Robert Dodge
Village Planner:	Jon Censky	

**III. BUSINESS**

**A. Review and approval of the November 25, 2013 minutes**

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

**B. Brief Re-introduction for all members**

There was a brief re-introduction of all members in attendance.

**C. Summary of 2013**

1. Economic Restructuring Group
2. Organizations Group
3. Promotions Group

Trustee Lange reported that the TBRC was started by Trustee Kim Beck and himself and is modeled after the Main Street Program which is a national and state program which includes a revitalization of small towns. There are about 40 towns in the State of Wisconsin and Port Washington happens to be one of them that are using the program to try to advance their cause. There are larger cities and smaller towns that are involved with the program.

There are three groups rather than four which the normal Main Street Program has four groups. John Abbot currently heads up the Organizations Group and would like someone else to head up this group since his involvement with other groups absorbs a lot of time. Greg Steinbrenner heads up the Economic Restructuring Group and Jesse Daily is the chairman of the Promotions Group. The organization group is designed to help foster whatever the other two groups need in terms of people, and coordinating. The economic restructuring portion tries to help out the business section of Thiensville including the Business Forum that was held last year.

- D.** Goals for 2014:
1. Economic Restructuring Group
  2. Organizations Group
  3. Promotions Group

**Economic Restructuring Sub-Group Action Plan**

- Purpose – better define the purpose of the E.R. sub-group
- Action items – better define the actionable items for the village and others related to economic restructuring of Thiensville
- Incentive program – work on a program for Thiensville businesses
- Forum – better define the purpose of the forum and the invitation list
- PWSB (Port Washington State Bank) – discover if there is interest in expanding the program since it has already run out of money allocated for village businesses. Greg to write an article for the News Graphic explaining the success of the first draft program since it has already exhausted the available funds

**Organization Sub-Group Action Plan**

- Create a Thiensville Business Directory – it would include basic information from the business including a link to their web site. We would like to include key search words for each grouping to make things easier for users
- Business Database – we would like to begin accumulating information about the businesses that are located in Thiensville. Such information would hopefully include number of employees etc.
- Infrastructure Improvements – such discussions would include ideas such as parking in the village, potential changes to the Village Park to accommodate a biergarten, the farmer’s market, public bathrooms and possible family movie night in the park
- David Lange to call Orlando Frets to discuss ways the Village might become more biker-friendly
- George Coulter to put some ideas together which would help businesses along the interurban trail utilize their “back door” along the interurban trail
- Find a new sub-group leader

**Promotions Sub-group Action Plan**

- Currently in full-swing with the Farmer’s Market. Invitations have already been sent out and they expect all of last year’s vendors to return
- Rates have been re-adjusted to accommodate the success of last year’s market
- Work with Bob Dodge to create a process chart, making sure all activities are captured. This will help us to keep the success of the Farmer’s Market going in future years.
- Anticipate possible activities if a biergarten is approved for the summer
- Possible caricature map for the Village. May involve the TBA and be a fund-raiser.
- Polar Express promotion – Port Washington sold 150 tickets @\$6 each. We would be allowed to join Cedarburg, Grafton and Port if we’d like.
- Concern about public safety and the speed of traffic especially on Main Street and Freistadt. We are going to bull our Village as a “pedestrian-friendly” Village and traffic is too fast. Cars are going around town too quickly.
- Summary of last year’s post-season survey to be compiled and shared with the group.

**F. Branding Discussion Going Forward**

Some general ideas for potential branding concepts:

“free city” – Freistadt

“The Ville” – ThiEnsVille

Thiensville, the Heart of Ozaukee County

Navigate to Thiensville. Bike there. Boat there. Walk there. Go there.

Thiensville is active, walking, biking, paddling, fishing, baseball, tennis, skating, snow sculpting

Best “Dam” farmer’s market. Small Town Feel.

Exploit the river with float trips. Insurance could be problematic but possibly the fire department could be involved.

Confluence of the rivers

Convergence in Thiensville

**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**

**MOTION** by Member Imig, **SECONDED** by Member Mrugala to adjourn the meeting at 8:00 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Approved by,

Susan R. Conway  
Administrative Assistant

Dianne S. Robertson  
Village Clerk