

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

DATE: Monday, February 24, 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, (excused)	Lee Rochwerger (excused)
	Marc Mrugala, (excused)	Jennifer Abraham
	Fallon Bubacy (excused)	Jesse Daily
	Greg Steinbrenner (excused)	Charles Imig
	Steve Meyer (excused)	John Abbott (excused)
	Steve Giuntoli	Barkha Daily (excused)
	Lisa Giuntoli	Nick McLellan (excused)
	George Coulter	Kristina Eckert
		Robert Dodge (excused)
Village Planner:	Jon Censky	
Executive Director		
Of Family Fun:	Anne Bolles	

III. BUSINESS

- A. Review and approval of the January 27, 2014 minutes

MOTION by Trustee Lange **SECONDED** by Trustee Beck to approve the January 27, 2014 minutes. **MOTION CARRIED UNANIMOUSLY.**

- B. Review document/goals from last month's meeting

At the last month's meeting in January there were goals set for 2014. Trustee Lange talked about possibly using Concordia students to help get some data and information about the businesses in Thiensville. There are 120-130 businesses that are in the Village not including home based businesses.

Trustee Lange brought up the Old Village Hall building and making the second floor more usable. The Village Board has discussed this and it would cost about \$90,000 to renovate the upstairs of the building. The lighting is fantastic on the second floor of the building.

The one Beer Garden proposal that was received has been withdrawn. There have been other discussions on maybe having a movie night or a fish fry in the park or other things of this nature. Kristina Eckert mentioned calling movie night "Screen on the Green". Mr. Gengler from the Fire Department wants to pull out from serving beer at the Farmers Market because it is too hard to schedule people to bartend.

- C. Updates from each of the 3 sub-groups
1. Economic Restructuring Group

Trustee Beck reported that they have not been meeting for awhile.

TBRC, meeting minutes
February 24, 2014, page two of three

2. Organizations Group

This group tries to provide structure to what the TBRC is doing.

3. Promotions Group

Mr. Jesse Daily reported that they have sent out 140 applications to potential vendors for the Farmers Market. Mr. Daily feels that they will get about 80 applications back. This year his group instituted sponsors and donors to the market and have raised about \$8,000 in donations already. Mr. Daily is also looking to put up a temporary stage for music during the farmers market. There will be a food court by the octagon buildings in the park during the Farmers Market. Mila's Bakery will be a new vendor this year along with Glaze providing ice cream. Trustee Lange asked Mr. Daily if Emily Gehrke from Frenz Market had contacted Bob Dodge for help. This has not happened so Mr. Daily will contact Bob Dodge to find people to help cover Mr. Jesse Daily and Mr. Marc Mrugala who basically ran the market every day with help from volunteers.

Anne Bolles, Director of Family Fun Before the 4th wanted to attend the meeting to be aware of what is going on with the farmers market and to be mindful of the sponsorships and over tapping the businesses in the area. When Ms. Bolles looks at different bands she wants the music to appeal to everyone and she is down to choosing between two bands because of reliability and cost. Mr. Daily gave her some other ideas for additional bands that are good.

The Village does not want to compete with Summer Sounds which is held in Cedarburg on Friday night so "Screen on the Green" or movie night could be on Tuesdays after the farmers market.

The Polar Express was talked about again and President Mobley told Trustee Lange he thought it was a great idea. This is where kids can visit Santa at the "north pole" in different participating communities that alternate each year. This is a family event.

The Business Forum will probably become an annual event. The first one was last year. President Mobley and Administrator Robertson want to have an event in the fall that celebrates everything that has happened in the Village and not to combine this with the Business Forum.

Orland Frets (Village resident) is on the M-T Bike Pedestrian Committee and is looking to get the Village designated as a bicycle friendly community and this would mean that our local signage would reflect this. Mr. Frets was in attendance and his background is in real estate development and he was also involved with the Town Center Committee. He commented that when he is on the interurban trail there are a lot of businesses that have blank walls that could be used for promoting their business. Mr. Frets showed some samples of what other communities have done with murals to make this trail more walking friendly.

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.

**TBRC, meeting minutes
February 24, 2014, page three of three**

VI. ADJOURNMENT

MOTION by Trustee Beck, **SECONDED** by Trustee Lange to adjourn the meeting at 7:37 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk