

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

DATE: Monday, June 30, 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:	Marc Mrugala	Lee Rochwerger (absent)
	Steve Meyer (absent)	Jennifer Abraham
	Steve Giuntoli	Jesse Daily, CORE
	Lisa Giuntoli (absent)	Charles Imig
	George Coulter	Nick McLellan
	John Abbott	Kristina Eckert (absent)
	Rick Shneyder (excused)	Robert Dodge (absent)
Village Planner:	Jon Censky - excused (wife Mary Censky sat in for Jon)	

III. BUSINESS

- A.** Review and approval of the March 31, 2014 minutes

MOTION by Trustee Beck, **SECONDED** by Member Abbott to approve the minutes from March 31, 2014.
MOTION CARRIED UNANIMOUSLY.

- B.** Re-introduction of members

There was a brief re-introduction of members.

- C.** Presentation by George Coulter and David Lange regarding Branding and Business Development for the TBRC

Kim Beck began by sharing with the group that we have been officially accepted into the WEDC Community Connect Program which is affiliated with their Main Street program. He shared that this program will allow us to participate in many of their training programs, both webinar and on-site programs. It will also allow us to have one visit by the WEDC to help us improve our programs and community. Trustee Beck shared that the WEDC requests that we have 5 people included on the email notifications. The list is currently Trustees Lange and Beck and Administrator Robertson. Possible add-ons could be Jesse Daily, Marc Mrugala and Charlie Imig.

Trustee Lange recommended that Colleen Landisch (Assistant Administrator) and/or Andy LaFond (Director of Public Works) consider reviewing some of the training sessions since they might be very relevant to them. Trustee Lange mentioned that members of the TBRC should consider their participation in the TBRC as something to add to their resume and/or LinkedIn or other portfolios. Trustee Beck is going to send an email around to the group letting them know about the training dates to gauge who is interested in participating.

Trustee Lange prefaced Member Coulter's presentation by saying that we are interested in moving forward and everyone should know that they are welcomed to participate. Everyone's input is extremely valuable and important.

Member Coulter walked the group through his presentation and thoughts on areas where the TBRC should be concentrating. He titled it; One Saturday Morning. He said that he took a stroll through Thiensville which included a lot of pictures. He saw lots of different types of businesses including some whose best days were behind them and some whose best days were yet to come. He talked about thinking like dreamers and trying to do things to help dreams become a reality in Thiensville. He talked about previous dreamers such as: Martin Luther King, Henry Ford and Steve Jobs. He listed 4 specific items to help make this happen:

1. Research – The two communities who researched that seemed to be possible examples for Thiensville included Cross Plains, WI and Mashpee, MA. He then listed some of the things those communities did to help revitalize their villages. Cross Plains created a Chamber of Commerce which became a driving force behind their renaissance. In Mashpee, MA they created a group that becomes the driving force for the new Mashpee Commons Business District. That group raised money to help build their new community which went on to do great things in their area.
2. Beliefs – Member Coulter said that beliefs are important because “People do not buy what you do but they buy why you do it.” He based that on a book by Simon Sinek called “Start with Why” which offers a lot of great ideas for communities in general.
3. Key Elements – TBRC needs to identify the types of businesses we would like to have in our community. Member Coulter listed several possibilities of the types of businesses that might do well in our area: Non-traditional sports store, a maker of specialty products, a non-chain eyewear business, spice shop, a 5 and dime store, a high-end art framing studio, a small scale IKEA type store, a business incubator, and a rebuilder of classic cars.
4. Act – Develop relationships with people who can help attract those kinds of businesses: Commercial real estate brokers, developers, entrepreneurs, local business leaders, local service clubs (Rotary etc.), current businesses, commercial property owners, and specific businesses on our commercial property list.

Member Coulter’s next point seemed to be the one that received the most discussion in open forum. Thiensville has 4 distinct business sections with distinct differences from our other areas. We have a “north end,” “mid-town,” “south end,” and “T-ville,” as coined by Kristina Eckert. We need to do the best we can to fund businesses that will work well in each of those 4 areas.

Open discussion followed with considerable input from several attendees including President Van Mobley. Primary topics included:

- Current owners in the village and how to help them get interested and support our efforts
- The distinctiveness of each of the 4 areas
- Action items that need to take place and how to proceed going forward

The meeting moved forward due to time restraints with discussion on TBRC Family Movie Night plans for Saturday, July 19 beginning at 7:00 PM. “The Lego Movie” will be shown and will be sponsored by the TBRC and Sprecher Brewery who will be supplying us with 3 half kegs of root beer for root beer floats. Jesse Daily is going to help market the event during the farmer’s market. Charlie Imig agreed to help coordinate with Trustee Lange.

- D.** Updates from each of the 3 sub-groups if available
 1. Economic Restructuring Group
 2. Organizations Group
 3. Promotions Group

Member Abraham agreed to become the sub-group leader for the Economic Restructuring sub-group. There was not enough time to talk about updates of the three sub-groups.

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 Trustee Beck, **SECONDED** by Trustee Abbott to adjourn the meeting at 8:15PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Approved by,

Susan R. Conway
Administrative Assistant

Dianne S. Robertson
Village Clerk