

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

DATE: Monday, February 23, 2015

**LOCATION: 250 Elm Street
Thiensville, WI**

TIME: 6:30 PM

I. CALL TO ORDER

Trustee David Lange called the meeting to order at 6:30PM.

II. ROLL CALL

Trustees:	Kim Beck	
	David Lange	
Committee members:	Marc Mrugala, TBA President	
	Jennifer Abraham	Jesse Daily
	Steve Giuntoli	Kristina Eckert
	Lisa Giuntoli	Robert Dodge
	George Coulter	
Village Planner:	Jon Censky	

III. BUSINESS

- A.** Review and approval of the November 24, 2014 minutes (not complete)
Review and approval of January 26, 2015 minutes (not complete)

No minutes were available for approval.

- B.** Discussion regarding survey results

No discussion.

- C.** Discuss May 2015 Business Forum

In discussing the flyer for the event the members were wondering where to send replies to determine who will be attending the forum. Trustee Lange will check with Administrator Robertson.

Member Coulter discussed the agenda for the May 13, 2015 Business Forum. Time will be from 4:30PM to 6:30PM with the first one half hour as a meet and greet. There will be time for beverages and snacks. President Van Mobley will say a few words to the group. The committee will share the results of the survey taken late last fall. There will be a slide show at 5PM. Recognition of Wayne Houpt will last 10-15 minutes by also using a slide show of him and his business. Mr. Houpt will be asked to say a few words.

Have three different businesses talk about why they are located in Thiensville, one long time owner, one medium time owner and one new business. Reflect on what happened in 2014 would be next, talk about the new businesses that opened. Engaging people would be fun, breaking up into four different tables for example.

Member Eckert thinks that people in attendance will dictate how long the event will last and what to discuss. There were no breakout sessions at the 2014 event. Have beverages from 5-5:30PM with appetizers after 5:30PM when the breakout sessions are occurring.

Trustee Beck talked about the 3 topics that will be used: 1) help create a brand/how do you make Thiensville a destination, 2) how do you attract new business to Thiensville, and 3) what does your business need from the Village.

Trustee Lange feels there ought to be a better dialog with Village businesses. There needs to be a list of the businesses with email addresses. Member Daily feels the new magazine will be a great venue. Ms. Barbara Caprile, from the M-T Magazine, should be invited to the forum.

End the event with a dialog with the people attending, interacting with one another in a panel format. Dave Mitchell Leathers is the business who purchased the property at 170 Green Bay Road. He should be asked to be a speaker as to why he located in Thiensville. Jessie Daily and Kristina Eckert both volunteered to be speakers also.

Trustee Beck suggested to welcome people, have a panel discussion and then listed to people. The event should be videotaped. Director of Public Works Andy LaFond was suggested to do the videotaping.

Final questions to be used: 1) branding Thiensville, 2) what is your business/what do you like about Thiensville, and 3) how do we attract new businesses. Appetizers would be served between the panel and the discussion piece. The time determined is from 5PM to 6:30PM. Member Coulter would like to loop a video for people to see.

D. Discuss Calendar of Events

Sharon Stillman of Mequon Festivals would like to do an event jointly with Thiensville next Christmas, maybe a Polar Express. Member Dodge likes this idea and to incorporate the tree lighting at Walgreens. Ask about the Taste of Mequon-Thiensville. TBA President Mark Mrugala talked about funding lighting in Village Park, but the Village would need to provide the employees to hang the lights.

- E. Updates from these sub-groups if available**
1. Economic Restructuring Group
 2. Promotions Group

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 Daily, **SECONDED** by Member Mrugala to adjourn at 7:30PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Dianne S. Robertson
Village Clerk