

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

DATE: Monday, June 29, 2015

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

TIME: 6:30 PM

I. CALL TO ORDER

The meeting was called 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 April 27, 2015 Minutes

MOTION by Trustee Beck, **SECONDED** by Member Daily to approve the April 27, 2015 Minutes. **MOTION CARRIED UNANIMOUSLY.**

B. Recap May 2015 Business Forum

Member Daily expressed that he felt the May 2015 Business Forum was a great event. He had conversations with some people that would possibly like to do business in Thiensville and thought attendance was lower than expected.

Member Mrugala shared that he heard great things about the event. He received some phone calls about how to go about getting murals on the bike path as well as a kiosk to help showcase businesses. The desire to have a local artist as opposed to someone from outside the Village was also expressed.

Trustee Beck shared that the mural company that Member Coulter mentioned is really good but is very costly, there are a number of people involved and the project manager, as well as the painters, seem to be from out of town. With so much talent here in the area it would be great to stay local. Member Daily suggested partnering up with the Plein Air Festival.

Trustee Lange suggested looking back six to seven years at all the events that had gone on in Thiensville and putting together a slide show showing events from Dianne's Bridge starting with the Pigeon Creek project, Fiddleheads, Shully's and the Village Market. There are a lot of good things that have happened here in the Village.

It was shared that MSN reported on the top 100 Markets across the nation; and, unfortunately, Thiensville was not mentioned. Oshkosh was mentioned; it is large and is held on Saturdays. Madison was not mentioned.

Trustee Lange shared that he was approached regarding so many vendors leaving the Village Market around 2:00PM. Member Daily expressed that they are looking to build their afternoon session, but there are more customers in the morning. Depending on how this year goes, next year the hours may be 9:00AM to 3:00PM.

Trustee Beck mentioned how much traffic goes through Thiensville in the evening. Member Mrugala expressed his concern about how to get the traffic to slow down and suggested having the speed limit signs in town like those on Green Bay Road. Member Daily suggested one-way streets. Trustee Lange shared that he believes that at Main Street and Freistadt that 20% of the time a red light is run. Member Mrugala shared that he walks through that intersection every day to get lunch, and there are multiple times he has almost gotten hit.

Member Daily shared that he learned that today is B-1 Burger's last day in business. Marketing, signage and location may be some reasons for not succeeding.

It was shared that the number one goal for businesses should not be to make a profit...it should be to make and keep customers happy. Profits are then the byproduct of happy customers.

Member Abraham believes that signage was a factor and questioned that as a Committee, what can we do to help businesses succeed?

Planner Jon Censky shared that people do not buy what you "do," they buy "why" you do it, and that "why" is the passion and mission of what drives you internally. If you meet that, you will be rewarded with dollars and cents and that if you go into business wanting to make money, you will not succeed. There is something to be said for being an advisor/mentor to those wishing to do business in Thiensville. Trustee Beck suggested this as being a theme for a new Business Forum.

Trustee Lange believes that there is a nucleus of individuals that can help foster young businesses.

People, Product and Process was shared and you need two out of three to succeed. Having just one of these is not enough, and if you have all three, you will succeed.

Member Coulter shared that he noticed four points when individuals addressed Mark Cuban on the television show Shark Tank: explain that you understand the issue and the pain you are dealing with, you have a solution to solve the issue or pain, your solution is better than others and you want to pick me because I have actually implemented this solution and can share results.

Trustee Lange would like to see a quorum with successful business owners. Barkha Daily created the Village Scoop design at no charge. Trustee Lange said they are "great" and believes she would be willing to help others in similar situations. He also suggested that the Village provide office space for meeting and that it would be cool to be known as the Village that helps start-up businesses succeed.

Planner Censky believes that those with businesses that have struggled and succeeded would be a great resource.

Member Mrugala shared that hard work is what it takes to succeed because when there is a bump in the road, the business owner will not just quit.

It is the Committee's hope that the Village is welcoming and inviting to new businesses. Trustee Beck inquired as to if anyone would be open to another Forum in the fall?

Member Daily believes the Village needs a go-to person, whether it is full time or part time, to deal with these types of issues and that spending \$40,000-\$50,000 to help businesses go down the right path and succeed would be smart.

Trustee Lange shared that there are businesses interested in Thiensville and believes that installing municipal water is the right thing to do.

C. Discuss Reorganization of the Subcommittee Structure

Trustee Beck inquired as to restructuring the TBA so there is more income flow to hire someone.

Member Mrugala reported that there were thoughts of opening a separate 501(c)(3). TBA, being a 501(c)(6), is limited to \$50,000. His hopes are that he retain an independent contractor and then possibly the Board could make a contribution to some events.

Trustee Beck shared that he believes President Mobley, as well as the Board, would be supportive of this idea.

Member Abraham responded that this concept was presented to the Board without any information regarding the need and questioned as to the availability of the Village staff to help.

Trustee Lange shared that he believes the Village will not hire someone for this position. It was stressed that the need should be shared with the Board and to also inquire as to if Director of Public Works Andy LaFond, Assistant Administrator Colleen Landisch-Hansen and/or Village Clerk Amy Langlois are able to help in any way.

Member Mrugala confirmed that the TBA will be taking over the Family Fun Before the 4th Parade and that Anne Bolles will still be involved. Member Mrugala inquired as to if the TBA Farmer's Market can be merged with Community Fun Events to form a sub-committee.

Trustee Lange shared that Steve Giuntoli knows of someone who would like to sell their hockey rink for \$350, has a group of people willing to run it and is working on the details of where it would be located in the Village.

Trustee Beck shared that he believes it is time to pool together what exactly each group does to determine any needs and how it would benefit the Village.

Planner Censky summarized by stating that there is a need for marketing and economic development.

Member Mrugala referred to WIG... Wildly Important Goals and would like to identify them and have them accomplished by the end of the year. Studies show that maintainable goals get accomplished.

Trustee Lange shared that President Mobley has conversations every week with people regarding business in Thiensville.

Member Abraham feels that whenever someone comes to the Village that wants to open business here, that they have to deal with codes and is curious as to how valuable the TBRC would be if they focus on economic development.

Trustee Beck shared that an item that was discussed at the Business Forum was that the Village needs more of an on-line presence for people to help get their business started. Director LaFond is very open to this but needs feedback.

Planner Censky inquired that, given the present staff, would it be feasible to one time per week to send out an email blast to potential businesses. There are some creative ways of helping without putting a financial burden on the Village.

Trustee Beck shared that he believes that whatever happens with the M&I building that it will be a good thing for the Village and that there is some good momentum in the Village.

Member Mrugala suggested a historical map of the Village to be placed by the bridge and bike path as well as next to the free parking area as well. He was hoping this could be done by fall.

D. Discuss 2016 Public Art Proposal

Trustee Beck shared that since the Business Forum he has been driving around Thiensville looking to see where a mural could go and believes the building best suited for a mural is Van's building. The Board is not open to murals in the Village and there are not many places on the bike path to do a mural. There was a little space by Schmit Ford, by Harley and in back by Mila's but these buildings are not tall. In the Village there are only really three buildings that may work, Susan Stockton's building, Van's building and Fagan's building. The question of whether to focus on a mural or to look at something like a public art proposal where, for instance, rain barrels are being painted like Brown Deer is doing this year. A mural is too much of an investment not to paint on a stone building.

Member Abraham shared that Mike Wroblewski from Fiddleheads may be interested in putting a mural on his building along the lines of the history of coffee.

Member Daily suggested billboards on the bike path. The signs could not be limited to promoting businesses but include promoting Thiensville. Member Mrugala mentioned the Village is rich in history. Planner Censky shared that a mural could be of a historic reference and does not need to be advertising. The issue for the Village would be how a mural would be addressed through the current sign code.

The area between Buntrock and Freistadt on the bike path could be more welcoming. Trustee Beck suggested that he have some conversations with individuals regarding possible locations for more permanent art. Member Daily suggested his building. Member Abraham suggested a scene depicting Nepal.

Member Daily believes that there is a lack of effective signage in Thiensville.

Trustee Beck shared that items could be auctioned off as a fund raiser. The Mural Dogs auction off little models of the mural as a fund raiser.

E. Discuss Screen on the Green

Trustee Lange shared that Despicable Me will be shown on July 18th and Annie 2014 on August 22nd. There will be games, face painting, free popcorn, root beer, and ice cream.

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

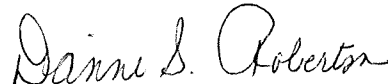
MOTION by Trustee Lange, **SECONDED** by Trustee Beck to adjourn the meeting at 7:50PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,



Amy L. Langlois
Village Clerk

Approved by,



Dianne S. Robertson
Administrator