

1/7/2013 - Minutes

I. Public Presentation Of The Main Street Program By Wisconsin Economic Development Corporation Downtown Development Team James Engle, Joe Lawniczak And JD Milburn

James Engle and Joe Lawniczak presented the Wisconsin Main Street Program via a slideshow. They discussed the history of the program which started in 1980. The National Trust for Historic Preservation established the National Main Street Center to assist nationwide downtown revitalization efforts. There will be up to three municipalities selected for Main Street status in 2013. Four letters of intent have already been received. Historic Preservation is one of the most important tools in the revitalization process. Business retention and expansion of current businesses are also a top priority in addition to new businesses.

Communities are selected for participation in this program after going through a rigorous review process. Successful applicants are committed to the following key principles:

Establishment of a volunteer board of directors

1. Procurement of stable local funding
2. Development of public/private partnerships
3. Commitment to hire a program manager
4. Commitment to the four-point approach
5. Establishment of a well defined commercial district
6. Commitment to historic preservation
7. Willingness to work and succeed over time

Success is realized through a comprehensive and incremental approach. The four elements that combine to create the well-balanced Main Street Program are organization, design, economic restructuring and promotion. Each municipality has a uniqueness of its own. This is not a grant program. A full-time executive director is required for a Municipality that is a 5,000 or more in population. If the Municipality is less than 5,000 in population then a part-time executive director is required at 20 hours per week.

The available services are:

Manager orientation and training sessions

Materials such as manuals and slide programs

On-site volunteer training programs

On-site planning visits

On-site design assistance

On-site business counseling

Downtown market analysis

Advanced tech-visits on specific downtown issues

Program assessment visits

The results in Wisconsin have been impressive from this program. The following is a summary of what Wisconsin Main Street Programs have brought to their respective downtowns and communities:

- Significant numbers of improved facades and rehabilitated buildings
- Numerous new businesses and jobs
- Growth of locally-owned businesses
- Expanded tax base
- Increased rent and sales per square foot
- Better environment for tourism and industrial development
- More efficient growth and an alternative to sprawl
- Increased public and private investment in the downtown and community
- Preservation of historic and cultural resources
- Improved downtown and community image
- New and improved events to bring fun and foot traffic downtown
- Infill construction to knit the urban fabric
- Attraction of complementary businesses
- Development of alternative housing

The program representatives assist with all aspects of the process of this program including progress visits as time goes by.

II. Comments And Questions From The Public

President Mobley asked if the Village could just pay Mr. Joe Lawniczak for his services without participating in the program and the answer is no, the work load would be prohibitive. Port Washington is involved with the Main Street Program and one of the people involved lives in Thiensville. The downtown area really is a reflection of the Village itself.

III. ADJOURNMENT

The meeting adjourned at 7:25 PM.

Submitted by,

Susan R. Conway

Administrative Assistant

Approved by,

Dianne s. Robertson

Village Clerk