

Village of Mukwonago
DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE SPECIAL
MEETING

Notice of Meeting and Agenda
Thursday, April 19, 2018

Time: **6:00 p.m.**
Place: Mukwonago Municipal Building/Community Room, 440 River Crest Court

1. Call to Order
2. Roll Call
3. Approval of Minutes of the March 22, 2018 meeting.
4. Comments from the Public (*Up to 15 min*)
The purpose of this section is to allow the general public the opportunity to address the Committee on any subject of concern that the Committee is tasked with reviewing. If you wish to be heard, the Committee asks that you begin by stating your name and address, speak for no more than three minutes and attempt to avoid duplication. Each person speaking must sign the Comments from the Public Appearance sign-in sheet before speaking. The sign-in sheet is available on the table located at the back of the room. The Committee will only receive comments during Public Comment. The Public Comment portion of the meeting is scheduled for a total of 15 minutes in length but will end sooner if the Chairman has determined that there is no one else present who still wishes to speak.
5. Unfinished Business (*Appr 60 min*)
Discussion and Possible Action on the Following Items
 - A. April 12th Community Workshop
6. New Business
None
7. Comments from the Public (*Up to 15 min*)
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8. Adjournment

It is possible that members of, and possibly a quorum of, members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Clerk's Office, 440 River Crest Court, (262) 363-6420, Option 4.

Village of Mukwonago

DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE MEETING

Minutes of March 22, 2018

Call to Order:

Chairperson, Jason Wamser, called the meeting to order at 6:01 p.m. located in the Mukwonago Municipal Building, 440 River Crest Ct.

Roll Call:

Members present:

Doug Bruins
Tina Chitwood
Diana Doherty
Sue Perkins
Eliza Pautz
April Reszka
Jason Wamser, Chairman
Fred Winchowky
Roger Walsh

Members excused:

Eric Brill
Ray Gooden
John Weidl
Mark Penzkover

Minutes

Winchowky made the motion to approve, seconded by Reszka. The minutes of March 8, 2018 were approved.

Public Comments:

No public comments at this time.

Unfinished Business:

A. Plan Narrative:

A Proposed Outline & Draft was presented for the committee's review. Emails to the Writing Committee (Diana Doherty, Tina Chitwood, Eric Brill, and Eliza Pautz) are appreciated for suggested additions or corrections. Winchowky moved to amend the Timeline of the presentation of the draft to the Village Board. The Draft of the Goals and Action Steps will be presented on April 18th, with the remainder of the text coming later. Walsh seconded and the motion carried. All Downtown Strategic Committee members are welcome to come to this Board meeting. Winchowky noted that Village Board meetings are moved to Wednesday evenings until the time a new Village Clerk is in place.

B. Public Information Session

Discussion centered on updating the Village Open House check list. April Reszka provided a “mock up” of a table for this event. A template of the poster was presented.

Committee members were reminded to submit poster wording to Jason Wamser by April 1st and anything needing printing to John Weidl by April 2nd.

The Survey was discussed as to what items are included. Jason will provide via email a copy of this survey to committee members. Eliza pointed out that a previous discussion responding to a Citizen question (Bill Kasch) that the survey results will be taken into account along with all the other information culminated by this committee over time. Doug Bruins will be responsible for culminating all the information from the survey and presenting to this committee.

As there is no meeting April 5th, Committee members are asked to be at the Open House by 3:30 p.m. on April 12th to assist with setup and stay after to help break down tables and clean up. April and Jason reviewed a diagram for room setup for the Open House. Kyle (Village Intern) will help bring items for the area of the room centering on “Village Updates”.

C. Business Improvement District Discussion.

A brief overview of the concept of BID was provided by Tina Chitwood. At this time, her recommendation would be to leave that as a goal for the Business Development area.

New Business:

Discussion centered on what possible additions could be created on the Village Map provided by the Chamber of Commerce.

Suggestions were: Municipal parking lots behind Chamber Office, behind the Red Brick Museum
DNR Parking Lot: Vernon Marsh
Swimming Beach: Indianhead Park
Multiuse Trail
Holtz Parkway Path

Public Comments:

Molly Bauer asked about the meeting with DOT regarding pedestrian crosswalks. Fred Winchowky provided an update on that meeting. Due to the original crossing signs preferred by the Village not being available any longer, further work needs to be done to locate new signs.

Marianne Walsh asked if there were efforts to enforce these crosswalks. Perhaps giving violators warnings or citations.

Adjournment:

As Chitwood moved, Reszka seconded, the Chairperson adjourned the meeting at 7:27 p.m.

Respectfully submitted,
Sue Perkins
Secretary of DSPSC

Downtown Strategic Planning Steering Committee

Survey Results summary from the April 12, 2018 Community Open House held at the Mukwonago Community Library from 4pm to 7pm.

Results Summary:

1) There were 112 surveys received and 89 of the 112 were completed as requested, with participants choosing their 5 top priority items and ranking those top five from 5 to 1 with 5 being the most important to them. Of the 23 surveys that weren't able to be used, they were completed in a variety of ways which included:

- 1) Some used check marks instead of numbers. For example, one survey checked every item listed.
- 2) Some assigned priority numbers to more than five items.
- 3) Some assigned multiple fives and fours.

Using these 23 surveys would skew the results of the 89 surveys completed correctly. Some of these 23 ballots did list "Other" priorities at the bottom of the survey which included the following:

- 1) Have issue with people throwing cigarette butts.
- 2) Maple Center (sounds wonderful)
- 3) Indianhead Park Master Plan (fantastic)
- 4) Public swimming pool like Sunset Pool in Elkhorn
- 5) Movie theater and more restaurants like Olive Garden
- 6) Indianhead Park development – love the plan!
- 7) More Lights Downtown
- 8) The Indianhead Park Master Plan and Maple Center Plans look amazing and are much need.

2) Using the 89 surveys completed correctly or nearly correctly;

the tabulated results are listed below with the following three results listed for each priority item: Total score when adding the points assigned to each item, the number of times a survey respondent chose the item as a top five priority and the average score assigned to each priority item:

Total

- 158 Engage a firm to create a roadway design and streetscaping enhancement plan. Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways.
Number of times chosen: 50, Average score: 3.16
- 142 Encourage community spaces and activities downtown.
Number or times chosen: 45, Average score: 3.16
- 118 Reroute of Hwy. 83 around downtown.
Number of times chosen: 35, Average score: 3.37
- 106 Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the economic base, and maximizing the existing space in downtown.
Number of times chosen: 34, Average score: 3.12
- 86 Re-establish a Historic Preservation Commission (Landmark Commission).
Number of times chosen: 23, Average score: 3.74
- 86 Police department crosswalk safety enhancements from traffic suppression to improved crossing areas.
Number of times chosen: 30, Average score: 2.87
- 78 Promote and collaborate with Library, Historical Society and Red Brick Museum for historical and cultural development.
Number of times chosen: 27, Average score: 2.89
- 78 Marketing to highlight the uniqueness of Mukwonago and showcase events, culture and recreation.
Number of times chosen: 27, Average score: 2.89

- 78 Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements that are compatible with or enhance existing building environments.
Number of times chosen: 24, Average score: 3.25
- 71 Invest in benches, trash/recycling receptacles, bike racks, bubblers and rest rooms.
Number of times chosen: 32, Average score: 2.22
- 70 Ordinance to change the trucking route onto Holz Parkway.
Number of times chosen: 22, Average score: 3.18
- 65 Create a grant or low cost loan program to encourage and support downtown business improvements.
Number of times chosen: 25, Average score: 2.60
- 50 Wayfinding signage around the Downtown and to key points of interest in the village.
Number of times chosen: 19, Average score: 2.63
- 44 Investigate the development of a Downtown Business Owner's Association and/or a Business improvement District to support and enhance downtown.
Number of times chosen: 16, Average score: 2.75
- 25 Market existing public parking options in the downtown.
Number of times chosen: 8, Average score: 3.13

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- 35 Other – which included the following:
Develop Indianhead Park
Eliminate liquor stores, to preserve the well-being and safety of our community.
Make downtown buildings historical looking without historical guidelines which are stringent.
Make downtown a destination not an eye sore. Looks trashy at this time.
Indianhead Park – outdoor stage/events, park with water activities
Beautification – Planting of flowers, decorative lighting
Swimming Hole Beautification
All the ideas for Indianhead Park, train depot, stage, outdoor seating, etc.
Maple Center looks excellent!!
Indianhead Park Master Plan – Excellent!!
Walking path finish industrial park to downtown

Inclusive Playground

Annual village residential clean-up

Indianhead Beach enhancement

Number of times chosen: 10, Average score: 3.50

Compiled by Doug Bruins

Feedback and Door Prize Entry Form

Name: _____ (required for prize)

Address: _____ Village Town (required for prize)

Phone: _____ (optional)

email: _____ Check box to be added to the Downtown email list. (optional)

Please Score Your Top 5 Priority Items

Score Only Five Items from 5 to 1 point, 5 being most important to You!

- Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements that are compatible with or enhance existing built environments.
- Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing space in downtown.
- Engage a firm to create a roadway design and streetscaping enhancement plan. Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways.
- Re-establish a Historic Preservation Commission (Landmark Commission).
- Promote and collaborate with Library, Historical Society and Red Brick Museum for historical and cultural development.
- Police department crosswalk safety enhancements from traffic suppression to improved crossing areas.
- Reroute of Hwy. 83 around downtown.
- Wayfinding signage around the Downtown and to key points of interest in the village.
- Marketing to highlight the uniqueness of Mukwonago and showcase events, culture and recreation.
- Encourage community spaces and activities in downtown.
- Investigate the development of a Downtown Business Owner's Association and/or a Business Improvement District to support and enhance downtown.
- Create a grant or low cost loan program to encourage and support downtown business improvements.
- Market existing public parking options in the downtown.
- Invest in benches, trash/recycling receptacles, bike racks, bubblers and restrooms.
- Ordinance to change the trucking route onto Holz Parkway.
- Other:.....
- Other:.....