

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, April 22, 2021

Time: **6:00 pm**

Place: **Via Zoom Platform, Log On information in the beginning of Agenda.**

Zoom Log On Information

Join Zoom Meeting

<https://us02web.zoom.us/j/82534528110?pwd=LzIxRkZla3A5QXh4YjZRSgprYUo1Zz09>

Meeting ID: 825 3452 8110 Passcode: 751205

Dial by your location +1 312 626 6799 US (Chicago)

1. Call To Order

2. Roll Call

3. Approval of Minutes

- 3.1 Downtown Development Committee Meeting Minutes of March 25, 2021
[2021-03-25 DDC Minutes Draft](#)

4. Old Business

- 4.1 Informational Update on RFP for next phase Streetscaping & Wayfinding. (J. Fellows)
- 4.2 Informational Update on Downtown Banners (Reeves, Fellows)
- 4.3 Discussion and possible action on Downtown Yours website
(www.mukwonagodowntown.com) and Facebook Page Updates (Pautz, Reeves)
[Attachment](#)

5. New Business

- 5.1 Informational Summary of Walsh DDC Report to the Board at 04-07-2021
Committee of the Whole.
[DDC Committee 2021.pdf](#)
[Village Draft 04-07-2021 COW Comments.pdf](#)
- 5.2 Progress Report on Tier 1 and Tier 2 Recommendations
[DDC DSP pg 23-24.pdf](#)
- 5.3 Direction to Village Attorney and Staff to draft DDC Ordinance Changes

5.4 Hwy 83 and Pedestrian Friendly Downtown Strategic Plan Immediate Implementation Recommendations

<https://villageofmukwonago.com/wp-content/uploads/2019/04/Attachment-1-Downtown-Strategic-Plan.pdf>
2015-53 (Jurisdictional Transfer Hwy 83).pdf

5.5 Discussion and possible recommendation on DDC recommendations for Ordinance 960 Changes, Expiration Dates, Attendance Policy, Alternates, and members nominations.

5.6 Discussion and possible recommendation on Pearl and Grand Ave Historic District signs; authorize possible donation from DDC operating budget. (Fellows-Wals)

5.7 Discussion and possible recommendation on Downtown Improvement recommendations

5.8 Informational possible announcement of Walsh replacement

5.9 Discussion and possible recommendation on next DDC meeting

6. Public Comment

The Public Comment Session shall last no longer than fifteen (15) minutes and individual presentations are limited to three (3) minutes per speaker. These time limits may be extended at the discretion of the Chief Presiding Officer. The Village Board may have limited discussion on the information received, however, no action will be taken on issues raised during the Public Comment Session unless they are otherwise on the Agenda for that meeting. Public comments should be addressed to the Village Board as a body. Presentations shall not deal in personalities personal attacks on members of the Village Board, the applicant for any project or Village employees. Comments, questions and concerns should be presented in a respectful professional manner. Any questions to an individual member of the Commission or Staff will be deemed out of order by the Presiding Officer.

7. Adjourn

Membership:

Trustee Roger Walsh, Karl Kettner, Eliza Pautz, Scott Reeves, Sandra Kulik, David Stockwell, Ray Gooden, Ryan Lily, Village Planner John Fellows.

It is possible that 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, 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 Municipal Clerk's Office, (262) 363-6420.

MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING Thursday, March 25, 2021

Time: **6:00 pm**

Place: **Via Zoom Platform, Log on Information at the beginning of the Agenda**

Zoom Log On Information:

<https://us02web.zoom.us/j/82950527825?pwd=Q2kzUmREQTFib3plczVZbHBvNHNvUT09>

Meeting ID: 829 5052 7825 Passcode: 249059

Dial by your location: +1 312 626 6799 US (Chicago)

Call To Order

Meeting was called to order at

Roll Call 6:01pm

Members Present: Walsh, Reeves, Pautz, Kettner, Lilly, Kulik, Goodden,

Excused: Stockwell

Absent: None

Approval of Minutes

3.1 Approval of minutes of the DDC meeting on February 25, 2021.

Motion: Pautz

To: Approve the minutes of February 25, 2021.

Second: Reeves

Vote: All Aye, Motion Carried

Old Business

4.1 Informational Update on RFP for next phase Streetscaping & Wayfinding. (J. Fellows)

- Mr. Fellows provided and Update.

4.2 Informational Update on Downtown Banners Informational (Reeves, Fellows)

- Mr. Fellows provided and Update.

4.3 Discussion and possible action on Downtown Yours website

(www.mukwonagodowntown.com) and Facebook Page Updates (Pautz, Reeves)

- Ms. Pautz provided an update to the committee with regard to the items on the web stie that have been update and those that still need to be updated.
- There as a discussion regarding face book and how the web site and Facebook could be coordinated better. There as a brief discussion about how some people may gravitate to a web site while others may gravitate to social media for information.

4.4 WEDC/Connect Communities 3-18-2021 Informational Update (Walsh)

- Chairperson Walsh provide a review of helpful information that can be accessed from the WEDC web site.

New Business

5.1 Discussion and possible action on DDC Summary Report for April 2021 COtW (Members) based on Downtown Strategic Plan Review.

- Chairperson Walsh provide information with regard to his summary report for the April COtW.

5.2 Discussion and possible action on Downtown Shared Parking Outreach (Walsh)

- Chairperson Walsh provide information to shared parking concepts, concepts from the downtown plan, shared parking at the new coffee shop, and possible future parking study.

5.3 Discussion and possible action on election of DDC Acting Chair

Motion: Walsh

To: Nominate Eliza Pautz as acting Chairperson

Second: Reeves

Vote: All Aye, motion carried.

5.4 Discussion and possible action on election of DDC Secretary.

Motion: Pautz

To: Nominate Scott Reeves as secretary

Second: Kettner

Vote: All Aye, motion carried.

Public Comment

- Eric Brill commented that he hoped that more people would attend the Downtown Development Committee and follow implementation projects.

Adjourn

Meeting adjourned at 6:48 pm

Motion: Kettner
To: Adjourn
Second: Pautz
Vote: All Aye, motion carried.

Mukwonago Downtown Website Revisions

Use three or four colors throughout the site.

- Some elements have been added to the site since the original design. Color changes can be made in each section, row or module.

White background with a consistent font.

- The text boxes with differing fonts were added after the original design. All text on the site should default to the original font. It looks like the issue is that some text has been copied and pasted in from Word or another document program and the formatting carried over from that program. We'll need to go in and remove outside formatting where this occurs.
- We can also change up the backgrounds for text areas to white.

Button Design & Links

- We'll need to edit the button styles for any that are not the red color. The only links that should create a new window are those that lead to a PDF file or that lead to another website.

Top Bar

- We can remove the Home menu item, however, we would not recommend doing that. We've found, when we remove the Home menu item, visitors have a difficult time navigating back to the main page because they are not aware that the logo is linked to the Home page.
- A Contact Us page would need to be built.
- A Search function can be added to the main menu.

Home page

- The header image space has been reduced. This was originally a full-page slider. There is no way to add an arrow on the slider that would be similar to the full-page stationary headers on other pages. We would recommend resizing existing images to better fit the reduced size slider or returning this to a full-page slider.
- Assuming the "Homepage Scroll" is referring to the Full-page Slider (rotating images and text at top of page). These can be changed to whatever content is needed for both the images and the text.
- Upcoming Business (scroll bar or slider)
 - Next DDC meeting... This is a matter of changing the content, link and button text.
 - Current Focus... This is a matter of changing the content, link and button text.
- Stay Informed
 - We can create a smaller contact box. The reason it is prominent is because it was a major focus to build this list when the site was built. From what we can see on the Home page form, the color does match the red color of the rest of the website.
- Quotes can be added.
- The testimonial page was originally linked in either the About page or the Resources page. This link has been removed.
 - Generally, the testimonial page would house all testimonials. Having them listed in multiple places is common practice and great for social proof
- The Take Action menu item can be replaced with Stay Informed

About Us page

- Changing the size of the header photo will be a structural/design change. If we are to make this change, we may need different or resized images for the header image area.
- Paragraph can be moved to the Home page. We would just need to know where it should be placed.
- Tabs and content can be added for Purpose, Village Ordinance, Committee Members. We would recommend creating sections for each of these items. This would also be a design change.
- Contact information can be added and linked if necessary.
- We can omit the current items with the addition of new sections.

Taking Action page

- Changing the size of the header photo will be a structural/design change. If we are to make this change, we may need different or resized images for the header image area.
- Agenda link can be updated.
- Facebook link is live.
- Stay informed area can be made to match other pages.
- Information and content areas can be added as other opportunities become available.

News page

- Changing the size of the header photo will be a structural/design change. If we are to make this change, we may need different or resized images for the header image area.
- Header text can be changed to News
- The structure of the News items can be redesigned to change the look and feel of News items
- Agendas & Minutes actually goes to a post category page created after the original design. These should be rebuilt to match the design of the rest of the site. This is the same for Current Focus and Archives.
- The video slider needs to be repaired so that thumbnails show instead of the grey boxes.
- Stay informed was removed from this page and can be added as it is on the other pages.

Resources page

- Changing the size of the header photo will be a structural/design change. If we are to make this change, we may need different or resized images for the header image area.
- New tagline can be added.
- Content and links can be added and modified.
- Stay informed section can be changed to match the other pages.

Contact Us page

- Page can be added.

To:
Roger Walsh;

...

Cc:
John Fellows;
Daniel Schindler;
Diana Dykstra;
Eliza Pautz
Scott Reeves

...

\$900. I already told them to go ahead. Conceivably, it would come from the downtown operating budget, but it's \$900 so I will just take care of it from my administrative professional services. Thx, - JSW

From: Roger Walsh <rwalsh@villageofmukwonago.com>

Sent: Thursday, February 4, 2021 4:14 PM

To: John Weidl <jweidl@villageofmukwonago.com>

Cc: John Fellows <jfellows@villageofmukwonago.com>; Daniel Schindler <dschindler@villageofmukwonago.com>; Diana Dykstra <ddykstra@villageofmukwonago.com>; Eliza Pautz Scott Reeves

Subject: RE: Website Next Steps

JW, Thanks for follow up.

What is the cost for changes and updates? If there's an additional cost; which budget is it applied to?

Diana, I'm forwarding attachment to Eliza and Scott for informational purposes. They're the DDC Members associated with Downtown Yours Website and Facebook Page.

Scott & Eliza, please see new Intern Daniel Schindler's e-mail address above.

Hello Daniel, Thanks for helping out with DDC.

Best of Health.

Roger Walsh

Village of Mukwonago Trustee/DDC Chair
262.363.4303

From: John Weidl

Sent: Thursday, February 4, 2021 10:33 AM

To: Roger Walsh

Cc: John Fellows; Daniel Schindler

Subject: FW: Website Next Steps

Trustee Walsh,

Here is where we are at with the DDC webpage (below and attached). Anything in blue, I have asked them to go ahead with as it is covered the maintenance agreement with the Village. I am working on

then figuring out what changes we can handle and what changes we will need to expend money on to have completed.

Best, - JSW

John S. Weidl
Village Administrator/Director of Economic Development
[owa/%20%20]440 River Crest Court, Mukwonago WI, 53149
O: [262-363-6420 Ext. 2100](tel:262-363-6420)

From: Karl Robe [<mailto:karl.robe@karljames.com>]
Sent: Thursday, February 4, 2021 10:02 AM
To: John Weidl <jweidl@villageofmukwonago.com>
Cc: Steve Stark <steve.stark@karljames.com>
Subject: Website Next Steps

Good morning, John.

Thank you for providing the committee comments. Steve and I reviewed the site and attached is what's included (in blue) in the maintenance agreement. There have been significant design and other changes made by others over time. Some of the comments, for example, about the burgundy coloring was not part of the original design. The slider images are now "squished" and were not part of the original design. We would need to go through the entire site and determine and fix most of the comments made. Content updates are part of our remit (change a photo, upload new text, send us twice monthly slate of updates and we will make them, etc.). Most of the other comments are dealing with structure and design that was changed by others, or the committee wants changes that deal with the design and structure of the site. There are videos and links not functioning properly too. Please let me know what you want to do related to the attached. Thank you.

----- Original message -----

From: Karl Robe <karl.robe@karljames.com>

Date: 2/9/21 9:54 AM (GMT-06:00)

To: John Weidl <jweidl@villageofmukwonago.com>

Cc: Steve Stark <steve.stark@karljames.com>

Subject: Downtown Site Update

Morning, John.

The website updates are done to the point we can achieve. For us to update pages to "current focus," "agendas and minutes," and whatever is wanted in the "archives," as requested by the committee, requires content and direction from them so we can update the site further and understand their expectations of what goes where, for example, in the archives. There's been some changes to site structure, it appears, because whoever was in there could not figure out how to do updates. We have fixed this to the point we can. Regarding the images on the sliders, which were done so site visitors see options to find the info they seek, we would advise against making these static images, because without the sliders moving past the viewers' eye, they will need to search more for info they want. In terms of "squishing" those images, we would require new photos. Those photos were done free from me back in the day, after the intern at the time came back with unusable pics. No worries on that front, but shrinking these images would not fit the design the committee seeks. Steve has a note into Daniel about getting the videos off the site and onto the YouTube site, because someone directly uploaded those onto the site and that reduces site performance and speed to viewing. These are content additions that are included in your annual maintenance package and I would encourage the committee to use us for those types of content updates. Please let us know if you have questions or would like to walk through things on a zoom, which can be easier to get to what you want to achieve, which can be confusing and cumbersome by email. We will await the content (agendas and packet, etc.) to update the pages the committee wants updated and direction on what goes into the archives, for example. Thanks for your help, John.

Make Downtown Yours Website:

I realize that we were trying to emulate the red brick museum but red and burgundy is not a combo that is easy on the eyes. Try using three or four colors throughout the site: White(background), Dark Gray(copy and headers), Red (buttons and hyperlinks) and maybe Black.

Using a white background with a consistent Font for the Body copy and the Headers will make the site more uniform and easier to navigate and read through. Right now it looks like there are five or more different font sizes and styles which makes it very hard to read.

Buttons and hyperlinks should use a consistent color. Red or burgundy, but not both. The hyperlinks should be better defined to aid in the ability to navigate the text. Also all hyperlinks create a new tab they do not direct you to a new section of the website, this needs to be fixed to better help with flow and continuity for the end user.

TOP BAR

- HOME and **MAKE DOWNTOWN YOURS** are the same link, this is redundant so delete the HOME link to enhance continuity
- The order should read **ABOUT US, TAKE ACTION, NEWS, RESOURCES, CONTACT US?, SEARCH** (this is a hidden feature within the website under NEWS and READ MORE)

MAKE DOWNTOWN YOURS (HOME)

Reduce the photo space so users know to scroll down and have an arrow pointing down (not sideways) like on the other tabs

- Homepage Scroll, have this be a consistent welcome statement with scrolling images
ex: Welcome to the Mukwonago Downtown Development Committee Website
~collaborating to shape our downtown's future~
- Upcoming Business (scroll bar)
 - 1) The next virtual DDC meeting is Thursday (month, date, year, time).
 - a) The meeting's Zoom link information is available on the Downtown Development Committees agenda. Please join us! *Hyperlink or Button that says "Agenda Link" (change link to be uploaded manually)
 - 2) Current Focus
 - a) highlight what we are currently tackling - (create a link button for the wayfinding/streetscaping concept) the link isn't correct - should be a hyperlink or button that can then be forwarded to the whole plan
- Stay Informed
This box is too large. I also noticed it is at the bottom of some of the pages but not others. It should be on ALL of the pages at the bottom (switch to bottom on this page). The form is also not consistent: sometimes it includes the contact info and the button size is also different sizes. Can we also make it a consistent color that matches the website.
 - 1) Join our mailing list. Get updates. View documents. (Who is actually updating this?)
 - a) Name, Email, Message

- 2) Contact Information
 - a) John and Roger
- What Others Are Saying - finish collecting quotes.
 - 1) John W. updated quote.
- Read More Testimonials - where does this direct you to on the website?
 - 1) These should only be additional quotes
 - a) Please delete the old quote from:
 - i) Tina Chitwood
 - ii) Shawn McNulty
 - iii) John Weidl
 - 2) Update the additional quotes
 - a) Ray G. updated quote.
 - b) Update Citizen's Bank President and obtain their quote.
 - c) Village President Fred Winchowky
 - d) Village Business Owners
 - e) Village Residents
 - 3) Take Action
 - a) Should be moved to the bottom of the page
 - b) Should be replaced with "Stay Informed"

ABOUT US

The header bar photo is too big and needs to be made smaller. This page looks nice with the white background and the easy to read copy

- ABOUT US
 - a) Moved the paragraph to the HOME page
 - b) New Tagline: Your committee. Our purpose. Our guidelines.
- Create different tabs
 - 1) Purpose (as a header)
 - a) The Downtown Development Committee (DDC) was created by Ordinance to advise the Village Board on matters of implementation identified in the Downtown Strategic Plan. (Taken from the Village website)
 - 2) Village Ordinance (as a header)
 - a) The DDC shall consist of five voting members each of whom shall be Village Residents and up to four non-voting members with voice. The members of the DDC shall include the following: (1) A Member of the Historic Preservation Committee (HPC) (2) A member of the Village Plan Commission and/or the Village Board (the representatives of the Village Board and Plan Commission may be the same person) (3) The Village Administrator or Community Planner.
In considering the appointment of members, the Village President may consider whether the candidates are business owners or managers of businesses in the Village; persons with known interest in local economic development; persons having general knowledge of the affairs of the

Village; persons whose principal occupations offer unique skills in land use, planning, architecture, local history, local government, construction or economic development; The Chairperson shall be elected from the members and shall serve annually.

3) Committee Members (as a header)

It looks like there is already a hyperlink. We don't need to have it in two places so please move the content directly to this page.

a) John Weidl (dark grey - repeat pattern for all members)

Non-voting Member and Village Administrator (smaller font and light grey - repeat pattern for all members)

Roger Walsh

Voting Member, Committee Chair, and Village Trustee

David Stockwell

Voting Member

Scott Reeves

Voting Member and Historic Preservation Committee Representative

Eliza Pautz

Voting Member

Ryan Lilly

Non-voting Member

Sandra Kulik

Non-voting Member

Karl Kettner

Voting Member

Ray Goodden

Non-voting Member and Historic Preservation Committee Representative

- Discuss with the committee about add in contact information (emails) and/or statement of position (village resident, etc.). FYI the main Village website does have Address/Affiliation for a few members.
- OMIT:
 - 1) Want to see what concepts are being proposed?
 - a) We will post information to the News page
 - 2) Hearing different stories around the village on what's going with downtown?
 - a) Join us on Facebook to stay up to date on current events happening in downtown
 - 3) Want to meet your Downtown Development Committee?
 - a) Click the link here: Downtown Development Committee
- Stay Informed - see previous recommendations for this section.

TAKE ACTION

The header bar photo is too big and needs to be made smaller.

- TAKE ACTION
 - Stay informed. Get Involved. Shape the future.
 - 1) We want your input!
 - a) Join us

"Agenda link" (to this websites list of agendas - currently there is no link)

b) Facebook

- i) Committee discussion regarding how do we want FB to be updated and what type of material should we be placing here - see below for suggestions

c) Stay Informed

- i) Stay informed block section - see previous recommendations for this section

- In the future we could use this section to inform the users of other ways to take action - volunteer opportunities, fundraising, writing letters to representatives about HWY 83 transfer or other initiatives, etc.

NEWS

The header bar photo is too big and needs to be made smaller. Be consistent with either burgundy or red not both. And Stay Informed is missing on this page.

- NEWS (not DDC NEWS)

The blocks are distracting and the words wrap oddly in their box making it hard to read.

This needs to be fixed or reworked to emulate the previous pages with a list form.

When you click on the Read More under each section a search button is listed. This is a nice feature and should be moved from this hidden area to the header bar at the end

1) Agenda & Minutes

- a) The hyperlink sends you to the Village website this should actually direct you to this websites list of agendas or inform the user that they are being transferred to an outside website
- b) We should only have 2021 agendas on this page and everything else should be moved to the Archives section

2) Current Focus

- a) highlight what we are currently working on (RFP)
- b) Read More
 - i) hyperlink should be a separate link after the content or button that can then be forwarded to the whole plan - **the hyperlink isn't correct it currently takes you to the original RFP proposal**

3) Archives

- a) The 2019 and 2020 DDC agendas need to be moved from Agendas & Minutes to this location
- b) Where are the 2018 DSPSC minutes? If necessary I may be able to locate these if the Village no longer has a record

4) Videos

- a) text needs to be added to inform users that the grey boxes are playing above in the bigger screened area

- Stay Informed is missing on this page.

RESOURCES

The header bar photo is too big and needs to be made smaller. This page is nice with the simple white background and links

- **RESOURCES**

New Tagline: See the plans. View the maps. Share the knowledge.

- 1) Downtown Streetscaping & Wayfinding Signage Concept Plan (the link to the wayfinding/streetscaping is missing)
 - 2) Downtown Strategic Plan
 - 3) Downtown Connect Communities
 - 4) Reports and Plans - (SAA, need digital link)
 - 5) Maps (add a rendering of streetscaping proposal)
 - 6) Archives
- The Stay Informed form is here but does not include the contact information

CONTACT US

Either add this to the footer of the website so it is on all pages or add a CONTACT US page

- Stay Informed
 - 1) Join our mailing list. Get updates. View documents.
 - a) Name, Email, Message
 - 2) Contact Information

Facebook

- The "current focus" needs to be posted on FB with its own tab
- Posts need to be made more regularly to keep it up-to-date but also to have it populate on people's feeds more often.

ie: photos of concepts, what DDC is working on, other downtown initiatives that will supplement what the DDC is working on

Downtown Development Committee

View Agendas

The purpose of the Downtown Development Committee shall be to advise the village board on matters of implementation identified in the [Downtown Strategic Plan](#).

The Downtown Development Committee consists of five voting members whom shall be Village Residents and four non-voting members with voice. The non-voting members should include (1) Member of the Historic Preservation Committee (HPC) (2) Member of the Village Plan Commission and/or Village Board (3) The Village Administrator or Community Planner. The Chairperson shall be elected from the members and shall serve annually. All appointments are made by the Village President and confirmed by the Village Board.

Meeting Dates, Time and Place: The Downtown Development Committee meets on the fourth Thursday of every month at 6:00pm. The Committee meets in the Board Room located at the Village Hall, 440 River Crest Ct.

<u>Title</u>	<u>Name</u>	<u>Address/Affiliation</u>	<u>Term</u>
Voting Member	Roger Walsh	142 Oakland Ave.	2022
Voting Member	Eliza Pautz	306 Pearl Ave.	2021
Voting Member	Karl Kettner	603 Prairie Hill Ave.	2021
Voting Member	David Stockwell		2021
Voting member	Scott Reeves	207 Lincoln Ave.	2022
Non-Voting Member	Ryan Lilly	S348W8935 Eagles Nest	2022
Non-Voting Member	Ray Goodden		2021
Non-Voting Member	Sandra Kulik	S110W3037 YMCA Camp Rd.	2022
Non-Voting Member	John Fellows		2021

04-07-2021 COtW Comments and possible recommendations to Village Board.

Agenda Item 1: INFORMATIONAL

5.1 Informational DDC Summary including short-term long-term progress report, replacement of Board Member Walsh, Temporary Acting Chair, Secretary and Member terms status. (This is for information only, no action required)

Adopted Mission Statement Make the downtown a pedestrian-friendly destination centered on historic preservation, business development and cultural and recreational opportunities while noting the importance of Goal #1 of the Comprehensive Plan; to preserve and enhance the Village's quality of life including its historical identity, its small-town atmosphere, the community events and its traditional downtown.

(attachment page 5 DSPSC)

There's a VCOZD that may get changed when the Village completes the ongoing Zoning and Code Book Study

The 4 Downtown Plan Categories are:

Business Development

Cultural and Recreation

Historic Preservation

Pedestrian Friendly Environment

There are Immediate Implementation Recommendations

There are Tier 1 and Tier 2 Recommendations

The Downtown Strategic Plan is a living evolving recommendations document subject to collaborative changes and decisions by the Village Board.

Where are we at implementing the Plan? Past & Present

Tier 1 and Tier 2 Recommendation

1-1 and 2-6 Pg 15-16

Streetscaping & Wayfinding---Downtown Concept Design Plan Completed with robust public participation including 1 Charrette, 2 Open Houses, and communications with DOT regarding Downtown Hwy 83

The RFP for the next phase is ready to go out to receive proposals and competitive bids. WIP

DDC, John Fellows, and Ron Bittner are working on a Banners proposal in-house instead of outside consulting. WIP

1-2 Page 15

Adopt an Truck Ordinance to Bypass Downtown: Early on this was publicized but not clearly understood that the Village didn't have this jurisdiction on Hwy 83. The Village created a map and directional signs to route truck traffic to NN/Holz Parkway.

1-4 Page 15

Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.. The Village created a Historic Preservation Commission compliant with the State Statute. WIP

1-5 Page 15

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 commercial space in downtown. WIP

A Village wide market analysis was completed that included analysis and recommendations for the downtown.

Pg 16

2-1 |Invest in the maintenance and replacement of pedestrian safety features and roadside amenities. Continue with pedestrian safety and crosswalk enhancements. WIP

The Village installed pedestrian safety features and maintains signs. Still a hazard when cars pass blindly on the right side.

2-3 |Promote and collaborate with the Library, Chamber of Commerce, Red Brick Museum and the Wisconsin Historical Society for historical and cultural events and programming. WIP

This is happening subject to additional collaboration by the Village. There was a trial historic walking tour at Midnight Magic this year in collaboration with the Chamber, Friends of the Library, and the Red Brick Museum. John Fellows and Ron Bittner continue to collaborate on Historic District Signs so the walking tour can be expanded.

2-4 |Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities. Ongoing WIP

The Chamber coordinates multiple events from Farmer's Market to Midnight Magic with sponsorships and Service organization participation. The Village is working on Concert series, there is an abundance of opportunities including cross-marketing with the East Troy Trolley.

2-6 |Invest in wayfinding signage around the downtown and to key points of interest in the Village. Going out for competitive bids.

Future:

Short-term: Identify and implement low-cost visual projects that engage multiple stakeholders including service organizations, the school district, residents, and business owners. Banners, benches, low maintenance landscaping, seasonal art, lighting. This maintains and creates momentum.

Keep updating the Downtown Yours website and FB page as a current informational, educational, and marketing tool focused on Downtown Action Items.

Mid-term: Identify and apply available resources to Mukwonago. Connect Communities/WEDC free services, façade grants, small business marketing webinars,

Long Term: Planning and Budgeting for high-cost capital improvements such as sewer/water/ road project in collaboration with DOT. Planning that identifies, helps create, and responsibly assists compatible downtown development opportunities. This may be downtown incremental identity building that fits into the adopted Mission Statement. (enhance Village's quality of Life)

Agenda Item 2: (Refer to Agenda Background)

5.2 Discussion and possible direction for Village Attorney and staff to review Ordinance 960 for possible changes, further specifying amendments including purpose of committee, composition, term limits, alternates, and attendance.

DRAFT Motion: I recommend that the Board provide direction for Village Staff and Village Attorney to review Ordinances 960 and pertinent EDC sections for consistency and propose improvements, changes and amendments for future Board approval.

5.3 Discussion and possible direction on "Downtown Strategic Plan Recommendations made for Immediate Implementation" Reroute of Hwy 83 around Downtown and Police Department Crosswalk Safety Enhancements.

Reroute and Police Department Crosswalk Safety Enhancements are page 23-24 Immediate Implementation Downtown Plan Recommendations.

Facts:

We communicated and shared Concept Design Plans A & B. They asked for more specific engineering information.

DPW and Utilities know the infrastructure conditions

The Federal Government is proposing massive infrastructure spending

Mukwonago is not the only Wisconsin community with road project needs.

Downtown Mukwonago is not a DOT budget item. This has to be our immediate goal regardless of jurisdictional transfer or no JT.

Opinion: The Village needs a strategy focused on getting downtown 83 identified as a future DOT project so we can proceed with infrastructure and streetscaping projects

In short, this is the HWY 83 Issue. Regardless of reroute or no reroute, we can all agree there are 2 main congestion pinch points controlled by a lake, a marsh, and the Railroad. There are 2 main arterials. Hwy 83 and NN/Veteran's Way/Holz Parkway. Around the downtown and through the

downtown. Traffic is increasing on the parallel side streets. Traffic is increasing depending on north, south or central location.

DRAFT Motion 5.3: I recommend that the Board approve direction for Village Staff and Department Heads to provide the Board with technical and strategy recommendations to address downtown Hwy 83 compatible with our proposed downtown design plans.

Recommendation 2-8

Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

See Recommendation 1-6.

- ❖ Estimated Cost - BID (Tier 2): Each property owner in the BID pays an annual special assessment tax.

Recommendations Made for Immediate Implementation

During the development of the strategic plan the DSPSC made the following recommendations to the Village Board for immediate implementation. The committee took such action as these activities were rated important by the community survey and by prior committees focused on downtown planning. A number of the items recommended by the DSPSC are quick-wins such as: roadway design planning and reinstituting the HPC, some recommendations will take longer to implement such as a reroute Hwy. 83.

Reroute of Hwy. 83 Around Downtown

The DSPSC recommended the Village Board pursue negotiations with WisDOT to complete a jurisdictional transfer of Hwy. 83 through downtown on Veterans Way/Holz Parkway. The urgency in this recommendation is the goal of reducing heavy truck and thru traffic downtown for the long-term and to promote a pedestrian/destination-friendly environment. An ownership transfer of Hwy. 83 in downtown to the Village would provide the Village unimpeded access to fix and improve the oldest infrastructure in the Village both above and below the road.

- ❖ Estimated Cost: TBD

Ordinance to Change the Trucking Route onto Veterans Way/Holz Parkway

See Recommendation 1-2.

Police Department Crosswalk Safety Enhancements

Meetings between Village officials and WI Dept. of Transportation in March 2018 resulted in the Village being granted permission to pursue pedestrian safety enhancements on Hwy. 83. The Village will be responsible for funding 100% of the costs of the improvements. A comprehensive roadway design should be considered prior to implementation of these enhancements - see Recommendation 1-1. The downtown core area from Hwy. LO to Field Street should be the primary focus for immediate improvements.

In the interim it is recommended that an educational campaign be developed.

- A mailer to be included with the utility billings
 - Reminders that it's State Law to stop at pedestrian crossings
 - Utilizing Veterans Way/Holz Parkway as an alternative to reduce the number of non-stop vehicles through downtown
- Reinstall pedestrian crossing signs in the middle of the road on Hwy. 83 as soon as possible in the spring
- The downtown business community, residents and the Police Department continue to meet and work together to address safety issues

❖ Estimated Project Cost: \$250,000

Reinstitute the Historic Preservation Commission

See Recommendation 1-4.

Next Steps

The Downtown Strategic Plan Steering Committee would like to thank the Village Board for their thoughtful consideration of this plan's recommendations. Many hours have been spent planning, surveying, discussing and debating the information that has been summarized in this report. Village residents and business owners have provided valuable input on what is important to them and have expressed excitement over the potential changes that will impact and shape the future of Mukwonago's downtown.

Continued discussions and planning for the implementation of the plan's recommendations is vital to keep the momentum moving forward. Recommendations of capital improvements involving Village funding should be incorporated into the Village's 5-year capital plan in a manner that makes implementation feasible and cost-effective for Mukwonago's taxpayers.

Concurrently, some recommendations can be implemented by individual property owners and downtown stakeholders. Property owners are encouraged to think about the elements of this plan that they can directly impact, such as: installing bike racks, undertaking building façade improvements, and encouraging the Hwy. 83 jurisdictional transfer. Stakeholders throughout the Village can continue to voice their opinions and support for the Village's initiatives to make the downtown pedestrian-friendly and historically significant. Encouraging business development and providing cultural and recreational opportunities to continue bringing the community together is essential.



**VILLAGE OF MUKWONAGO
WAUKESHA AND WALWORTH COUNTIES**

ORDINANCE NO. 960

**ORDINANCE TO AMEND DIVISION 3, SPECIFICALLY SECTIONS 2-147
OF THE VILLAGE OF MUKWONAGO MUNICIPAL CODE REGARDING THE
COMPOSITION OF THE DOWNTOWN DEVELOPMENT COMMITTEE**

The Village Board of the Village of Mukwonago, Waukesha and Walworth Counties do hereby ordain as follows:

SECTION I

Section 2-147 of the Municipal Code of the Village of Mukwonago is hereby amended to read as follows:

Sec. 2-147. Composition.

The DDC shall consist of five voting members each of whom shall be Village Residents and up to four non-voting members with voice.

The members of the DDC shall include the following:

- (1) A Member of the Historic Preservation Committee (HPC)
- (2) A member of the Village Plan Commission and/or the Village Board (the representatives of the Village Board and Plan Commission may be the same person)
- (3) The Village Administrator or Community Planner

In considering the appointment of members, the Village President may consider whether the candidates are business owners or managers of businesses in the Village; persons with known interest in local economic development; persons having general knowledge of the affairs of the Village; persons whose principal occupations offer unique skills in land use, planning, architecture, local history, local government, construction or economic development;

The Chairperson shall be elected from the members and shall serve annually.

SECTION II

All Ordinances or parts of Ordinances contravening the terms and conditions of this Ordinance are hereby to that extent repealed.

SECTION III

The several sections of this Ordinance shall be considered severable. If any section shall be considered by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the other portions of the Ordinance.

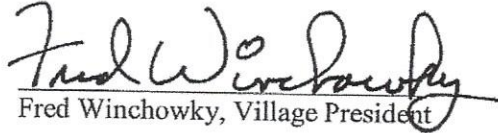
SECTION VI

This Ordinance shall take effect upon passage and publication as approved by law, and the Village Clerk shall so amend the Code of Ordinances of the Village of Mukwonago, and shall indicate the date and number of this amending ordinance therein.

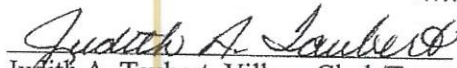
PASSED AND ADOPTED by the Village Board this 15 day of MAY, 2019.



APPROVED:


Fred Winchowky, Village President

Countersigned:


Judith A. Taubert, Village Clerk/Treasurer

Sec. 2-146. - Purpose of division.

The economic development committee, referred to in this division as EDC, shall be a citizen advisory committee whose purpose shall be to advise the village board on matters of economic development, implementing economic development activities that will assist in improving economic conditions in the village and developing and maintaining the village industrial park.

(Code 1966, § 2.17(1))

Sec. 2-147. - Composition.

The EDC shall consist of seven voting members, one ex-officio member, and three non-voting members-at-large as follows:

- (1) The village president;
- (2) The village administrator;
- (3) The village finance director;
- (4) A member of the village plan commission;
- (5) Three citizens whose principal occupations shall be business owners or managers of businesses in the village with known interest in local economic development, or residents having general knowledge of the affairs of the village, and interest in local economic development;
- (6) Ex-officio member as follows:
 - a. The village clerk and shall serve as secretary;
- (7) Non-voting members-at-large as follows:
 - a. Three citizens having general knowledge of the affairs of the village, and interest in local economic development;
- (8) The chairperson shall be elected from the members and shall serve for a period of one year.

(Code 1966, § 2.17(2); Ord. No. 882, § I, 10-7-14)

Sec. 2-148. - Appointments; terms; vacancies.

- (a) All appointments shall be made by the village president and confirmed by the village board;
- (b) Appointments of the six citizen members shall be for staggered three-year periods, except that of those first appointed: two shall be for one year; two shall be for two years; and two shall be for three years.
- (c) The village plan commission member shall serve a two-year term and will be appointed in May of even-numbered election years.
- (d) Vacancies will be filled in the same manner as the original appointment for the unexpired term of office thereof.

(Code 1966, § 2.17(3); Ord. No. 882, § I, 10-7-14)

Sec. 2-149. - Duties.

The economic development committee shall be responsible for implementing the following economic development program goals:

- (1) Guide and coordinate the efforts of local individuals and organizations concerned with the economic development of the village.
- (2) Retain existing employment opportunities and encourage the expansion of existing business and industry in the village by helping to meet the needs of existing employers.
- (3) Create new employment opportunities through the attraction of new employers to the community.
- (4) Assist in creating new employment opportunities by facilitating entrepreneurial opportunities in the village.
- (5) Facilitate economic development in the village through the provision of community facilities and services that will assist in the expansion of employment opportunities.
- (6) To assist the village in marketing, coordinating and facilitating the development of the Mukwonago Industrial Park.

(Code 1966, § 2.17(4))

State Law reference— Promotion of industry generally, W.S.A., § 46.52 et seq.

**HIPPENMEYER, REILLY, BLUM,
SCHMITZER, FABIAN & ENGLISH S.C.**

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(1932-2007)

EMAIL: MGBLUM@HRBLAWFIRM.COM

April 15, 2021

Via Email (rwalsh@villageofmukwonago.com)

Trustee Roger Walsh
Village of Mukwonago
440 River Crest Court
Mukwonago, WI 53149

Re: Ordinance Amending Section 2-146 & 2-148

Dear Trustee Walsh:

I am writing to follow up on a discussion that occurred at the Village Board meeting of April 7th. Enclosed are drafts of Ordinances to amend Section 2-146 and Section 2-148 of the Village Code. In reviewing the issues you identified during the meeting, it would appear that these Ordinance Sections would be the best place to address the changes you raised. Please look these over and advise me of any concerns you have regarding their content so we would then be able to bring this forward at the Board meeting on April 21st.

Thank you for your consideration of this matter.

Sincerely,

HIPPENMEYER, REILLY, BLUM,
SCHMITZER, FABIAN & ENGLISH, S.C.



Mark G. Blum
Village Attorney

MGB/jb
Enc.

Cc: President Fred Winchowky
Ms. Diana Dykstra
Mr. John Fellows

**VILLAGE OF MUKWONAGO
WAUKESHA AND WALWORTH COUNTIES**

ORDINANCE NO. _____

**ORDINANCE TO AMEND SECTION 2-146
OF THE VILLAGE OF MUKWONAGO MUNICIPAL CODE
REGARDING PURPOSE OF DIVISION**

The Village Board of the Village of Mukwonago do ordain as follows:

SECTION I

Section 2, Title of Section, of the Municipal Code of the Village of Mukwonago is hereby repealed and recreated to read as follows:

The title of Chapter 2, "Division 3 Economic Development Committee" of the Village Code shall be changed to "Division 3 Downtown Development Committee".

SECTION II

Section 2-146 of the Municipal Code of the Village of Mukwonago is hereby repealed and recreated to read as follows:

2-146 The Downtown Development Committee shall be a citizen advisory committee, whose purpose shall be to advise the Village Board on matters of implementation identified in the Downtown Strategic Plan and to otherwise advise the Village on matters of development activities that will promote the development of the downtown.

SECTION III

All Ordinances or parts of Ordinances contravening the terms and conditions of this Ordinance are hereby to that extent repealed.

SECTION IV

The several sections of this Ordinance shall be considered severable. If any section shall be considered by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the other portions of the Ordinance.

SECTION V

This Ordinance shall take effect upon passage and publication as approved by law, and the Village Clerk shall so amend the Code of Ordinances of the Village of Mukwonago, and shall indicate the date and number of this amending ordinance therein.

PASSED AND ADOPTED by the Village Board this _____ day of _____, 2021.

APPROVED:

Fred Winchowky, Village President

Countersigned:

Diana Dykstra, Village Clerk/Treasurer

**VILLAGE OF MUKWONAGO
WAUKESHA AND WALWORTH COUNTIES**

ORDINANCE NO. _____

**ORDINANCE TO AMEND SECTION 2-148
OF THE VILLAGE OF MUKWONAGO MUNICIPAL CODE
REGARDING APPOINTMENTS; TERMS; VACANCIES WITH THE
DOWNTOWN DEVELOPMENT COMMITTEE**

The Village Board of the Village of Mukwonago do ordain as follows:

SECTION I

Section 2-148, Title of Section, of the Municipal Code of the Village of Mukwonago is hereby repealed and recreated to read as follows:

The title of Chapter 2-148, "Appointment; terms; vacancies" of the Village Code shall be changed to "Appointments; terms; vacancies; attendance".

SECTION II

Section 2-148(b) of the Municipal Code of the Village of Mukwonago is hereby repealed and recreated to read as follows:

- (b) Appointments of the five voting members shall be for staggered two-year periods, except that as to those first appointed under this Ordinance, two shall be for one-year and three shall be for two-years. The Village President shall determine the length of term for each appointee according to this Ordinance.

SECTION III

Section 2-148(d) of the Municipal Code of the Village of Mukwonago is hereby repealed and recreated to read as follows:

- (d) In addition to the five voting members and four non-voting members, there shall be one alternate voting member and one alternate non-voting member, each of whom shall serve one-year terms to be appointed by the Village President and confirmed by the Village Board.

SECTION IV

Section 2-148(f) of the Municipal Code of the Village of Mukwonago is hereby created to read as follows:

- (f) The appointee for the Village Administrator or Community Planner position, as well as the Plan Commission and/or Village Board Representative position shall be non-voting members of the Committee.

SECTION V

Section 2-148(g) of the Municipal Code of the Village of Mukwonago is hereby created to read as follows:

- (g) If any Committee member fails to attend more than three of the scheduled meetings of the Committee during any one calendar year, said person may be removed from the Committee by a majority vote of the Village Board except upon a showing of good cause for the absences. In the event of a removal, the Village President shall nominate a replacement for the balance of the unexpired term subject to confirmation by the Village Board.

SECTION VI

All Ordinances or parts of Ordinances contravening the terms and conditions of this Ordinance are hereby to that extent repealed.

SECTION VII

The several sections of this Ordinance shall be considered severable. If any section shall be considered by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the other portions of the Ordinance.

SECTION VIII

This Ordinance shall take effect upon passage and publication as approved by law, and the Village Clerk shall so amend the Code of Ordinances of the Village of Mukwonago, and shall indicate the date and number of this amending ordinance therein.

PASSED AND ADOPTED by the Village Board this _____ day of _____, 2021.

APPROVED:

Fred Winchowky, Village President

Countersigned:

Diana Dykstra, Village Clerk/Treasurer

RESOLUTION 2015-53

RESOLUTION OF THE VILLAGE BOARD OF THE VILLAGE OF MUKWONAGO REGARDING PROPOSED JURISDICTIONAL ROAD TRANSFER BETWEEN THE STATE OF WISCONSIN, WAUKESHA COUNTY AND THE VILLAGE OF MUKWONAGO

WHEREAS, the State of Wisconsin Department of Transportation ("DOT") has advised the Village of Mukwonago (hereinafter referred to as "Village") that it intends to widen STH 83 within the jurisdiction limits of the Village to improve service levels for traffic on said roadway; and

WHEREAS, STH 83, as currently configured runs through the heart of the downtown of the Village; and

WHEREAS, in order to widen the STH 83 corridor in the Village, it would be necessary for the State to obtain additional right-of-way, which would be difficult and expensive given the proximity of businesses and residences to the existing roadway in the downtown; and

WHEREAS, in order to avoid this cost, the DOT has proposed a jurisdictional road transfer whereby STH 83 would be rerouted across Holz Parkway and current CTH NN, and then rejoin the existing STH 83 on the north end of the Village; and

WHEREAS, the Village and the DOT jointly funded the study showing the CTH NN/Holz Parkway could be upgraded to meet the future needs of the STH 83 corridor; and

WHEREAS, the DOT, the County and the Village have had talks over a period of many years attempting to work out the terms of a three-way agreement whereby the current segment of STH 83 between Holz Parkway and CTH NN intersections would be transferred to the Village and the Village roadway known as Holz Parkway would be transferred to the State, and the County would transfer its portion of CTH NN from STH 83 to CTH ES to the State; and

WHEREAS, the Village and County are in the process of designing, constructing and financing said improvements to meet the agreed upon future roadway needs of CTH NN and Holz Parkway; and

WHEREAS, to date, the DOT has been unwilling to assist the Village or Waukesha County in sharing the costs the Village believes are necessary to address the current conditions of the roadways; which costs includes right-of-way acquisition, sidewalk installation, lighting installation, storm water detention costs which total \$1,254,083.00 in projected expenses; and

WHEREAS, the Village has requested assistance with these cost which the DOT has indicated it is unwilling to assist with; and

WHEREAS, the State has also been unwilling to commit to performing necessary bridgework on Holz Parkway or to upgrade or repair any portions of Rochester Street before transferring it to the Village; and

WHEREAS, it is clear that even if the State were to pay for all of the costs necessary to upgrade CTH NN, Holz Parkway and Rochester Street, that the costs would still be significantly less than the expense that would be required to acquire the right-of-way and widen STH 83 in the current Rochester Street corridor; and

WHEREAS, the DOT has consistently indicated that legislature has failed to provide for funding in order to allow for road improvements such as those necessary as part of this jurisdictional road transfer to be funded in either the previous biennium or the next.

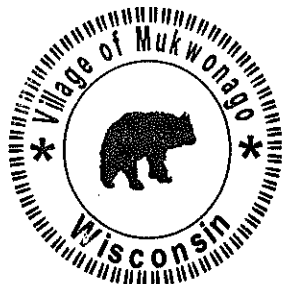
NOW, THEREFORE, BE IT RESOLVED by the Village Board of the Village of Mukwonago that the legislature of the State of Wisconsin and the Governor are requested to provide adequate and sustainable funding to improve the condition of the State of Wisconsin Highway System and in particular, projects such as the STH 83 jurisdictional road transfer in the Village of Mukwonago, including, but not limited to, increasing funding in the general transportation aids section of the budget, as well as modifying the GTA distribution formula and the LRIP distribution formula to acknowledge the particular need for such funding in cities and villages such as the Village of Mukwonago.

BE IT FURTHER RESOLVED that the Governor is requested to direct the State of Wisconsin Department of Transportation to move forward with the STH 83 jurisdictional road transfer in the Village and to reimburse the Village for its costs for the improvements necessitated by this transfer as noted herein.


BE IT FURTHER RESOLVED that the Village Clerk is requested to provide a copy of this Resolution to the Office of the Governor, as well as the Members of the State Legislative Delegation, the Director of the Department of Transportation and the Waukesha County Executive.

ADOPTED this 17th day of November, 2015.


Fred Winchowky, Village President



Attest:


Steven Braatz, Jr., Clerk-Treasurer