

Village of Mukwonago
Notice of Meeting and Agenda

DOWNTOWN DEVELOPMENT COMMITTEE MEETING
Thursday, July 22, 2021

Time: **6:00 pm**
Place: ***Virtual Platform***

Zoom Log On Information:

Join Zoom Meeting

[https://us02web.zoom.us/j/83614393778?
pwd=NEdZNW1BSzVjR0lmRmFudUpnbXRUdz09](https://us02web.zoom.us/j/83614393778?pwd=NEdZNW1BSzVjR0lmRmFudUpnbXRUdz09)

Meeting ID: 836 1439 3778 Passcode: 393760
Dial by your location +1 312 626 6799 US (Chicago)

1. Call To Order

2. Roll Call

3. Approval of Minutes

- 3.1 Meeting Minutes of June 17, 2021
[6-17-21 Draft Minutes](#)

4. Presentation

Presentation of 2020 Main Street Awards - Summary Video from Errin Welty, CEcD, EDFP, Downtown Development Program Manager, Wisconsin Economic Development Corporation.

5. New Business

5.1 Banner Program

- Update
- Discussion of Subcommittee design recommendation
- Recommendation to the Village Board in regard to design recommendations for the banner program.

[44355 Mukwonago Banner Designs R_5.pdf](#)

[Original doc submission for reference 44355 Mukwonago Quote PDF R4.pdf](#)

5.2 Discussion of implementation of Programs/Projects:

- Streetscape (Fellows)
- Wayfinding program - Wayfinding Signage RFP (Fellows)
- Beautification - Planters and other beautification ideas (Fellows)

[DDC 05-27-2021 Downtown Ideas.pdf](#)

5.3 Informational Update - Website and Facebook

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 Daniel Adler, Karl Kettner, Eliza Pautz, Scott Reeves, Sandra Kulik, David Stockwell, Ray Gooden, Robert Jadrnicek, Village Planner John Fellows, and Village Administrator.

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.

Village of Mukwonago

MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE MEETING Thursday, June 17, 2021

Time: **6:00 pm**

Place: ***Virtual***

Zoom Log On Information:

Join Zoom Meeting [https://us02web.zoom.us/j/85177043171?](https://us02web.zoom.us/j/85177043171?pwd=U2VOYTRhOXI2YzRzUElvZDILZlAyZz09)

[pwd=U2VOYTRhOXI2YzRzUElvZDILZlAyZz09](https://us02web.zoom.us/j/85177043171?pwd=U2VOYTRhOXI2YzRzUElvZDILZlAyZz09)

Meeting ID: 851 7704 3171 Passcode: 671349

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

Call To Order

Meeting was called to order at 6::05 p.m.

Roll Call

Members Present: Daniel Adler, John F Fellows, Eliza Pautz, Ray Gooden, Scott Reeves, Dave Stockwell, Robert Jadmicek and Jason Wamser

Absent: Sandy Kulik,

Approval of Minutes

Meeting Minutes of May 27, 2021

Motion: Jadmicek; to approve the minutes of May 27, 2021

Second: Reeves

Vote: All Aye, Motion Carried

New Business

4.1 Discussion regarding ideas to ignite more participation from the community, such as quarterly guest speakers.

Mr. Fellows discussed a talk he had with the Chamber about the possibility of handing out DDC information at the Farmers Market. He was told the market is open to vendors and crafts only and they didn't want to open it up to other groups for self promotion. We discussed other Chamber events and a list of events will be forthcoming

4.2 Discussion of implementation of Programs/Projects: Streetscape (Fellows)
Wayfinding program - Wayfinding Signage RFP (Fellows) Marketing - Banner Program (Fellows)

Beautification - Planters and other beautification ideas (Fellows)

Mr. Fellows reported on the action of the subcommittee in regards to the meeting concerning the proposals received in regards to the Banner and Way finding program. He also explained the need for a survey that the DOT will need to study bump outs along with a traffic and pedestrian flow. New members were also given a quick update on these projects and where to find in-depth information.

4.3 Informational Update - Website and Facebook

Mr. Fellows mentioned the possibly of a new web site company and will update us in the future. The Village is also looking into allowing more staff to actually update these sites on a regular basis.

4.4 Discussion of DDC funds for Wayfinding, streetscaping, planters, and remaining cost of Mukwonago Historical Society signs.

Ms. Pautz reported on the Historical Society sign program. They were very appreciative with our donation to their cause.

Mr. Fellows gave an update on the cost of the projects and the money on hand. There was also a dissection on alternate funding sources.

4.5 Discussion and possible action regarding moving to in-person meetings.

Ms. Pautz reported at this time we are unable to host both a virtual and in person meeting making it hard for some guest speakers to attend. Trustee Adler informed the committee that the board will have to approve virtual meetings and will take it up allowing our virtual meetings thru November.

4.6 Discussion and possible action regarding election of a new Chairperson.

After a brief introduction at the start of our meeting Ms. Pautz nominated Trustee Adler to be our new DDC chair.

Second by Jadmicek

Trustee Adler accepted and the motion passed unanimously

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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.

Comments from David Boebel:

Mr. Boebel suggested we contact Lake Mills about their flower planting program, he's seen it first hand and was very impressed.

Mr. Boebel also inquired about electric vehicle charging stations and who would be contacted about that. He was informed that Public Works was actually looking into that.

Comments from Eric Brill:

Mr. Brill talked about getting people engaged and bring speakers in that can relate to downtown business. He also suggested that the committee start knocking on business doors to get some helpful input.

Comments from Roger Walsh:

Mr. Walsh congratulated us on our Good Work and to keep it up

Comments from Diana Dykstra:

Ms. Dykstra also congratulated the committee and stressed how impressed she was with our dedication.

Adjourn

A motion was made by Mr. Reeves and seconded by Ms. Pautz that we adjourn. The motion passed unanimously and we adjourned at 6:56 p.m.

Membership: *Trustee Daniel Adler, Karl Kettner, Eliza Pautz, Scott Reeves, Sandra Kulik, David Stockwell, Ray Gooden, Robert Jadnicek, Village Planner John Fellows, and Village Administrator.*



Village of Mukwonago Banner Design Options

06/21/2021



Project Contact

John S. Fellows, Assoc. AIA, AICP (Planner)
440 River Crest Court
Mukwonago, WI 53149

262.363.6420

E-mail: jfellows@villageofmukwonago.com

Bureau of Correctional Enterprises

3099 East Washington Ave.
Madison, WI 53708

608.235.7317

www.shopbce.com

Paul Gradian | BCE Signage Outside Sales
E-mail: Paul.Gradian@wisconsin.gov



Industries

VILLAGE OF *Mukwonago*

The Product Development Center which is a division of BCE was tasked with designing some graphics for the Village of Mukwonago's banner program. The request entailed the use of logos provided by the village. Adherence was also specific to design categories, further divided into special events and make downtown your own.

It has always been important to BCE to maintain flexibility with our customers to ensure that they are satisfied. If there are specific graphics, font styles, logos, or language that is liked from a banner it can be interchanged or incorporated into other designs upon request. The design options that are shown in the following pages can be changed or remain as they are upon customer request.

BCE's hope is that this on-going banner program may lead to a lasting business partnership with the Village. We see a lot of potential with our products in the future development of your Wisconsin Village.

Thank you from BCE for your interest!



Village of Mukwonago Banner Program



#1A



#2A



#3A

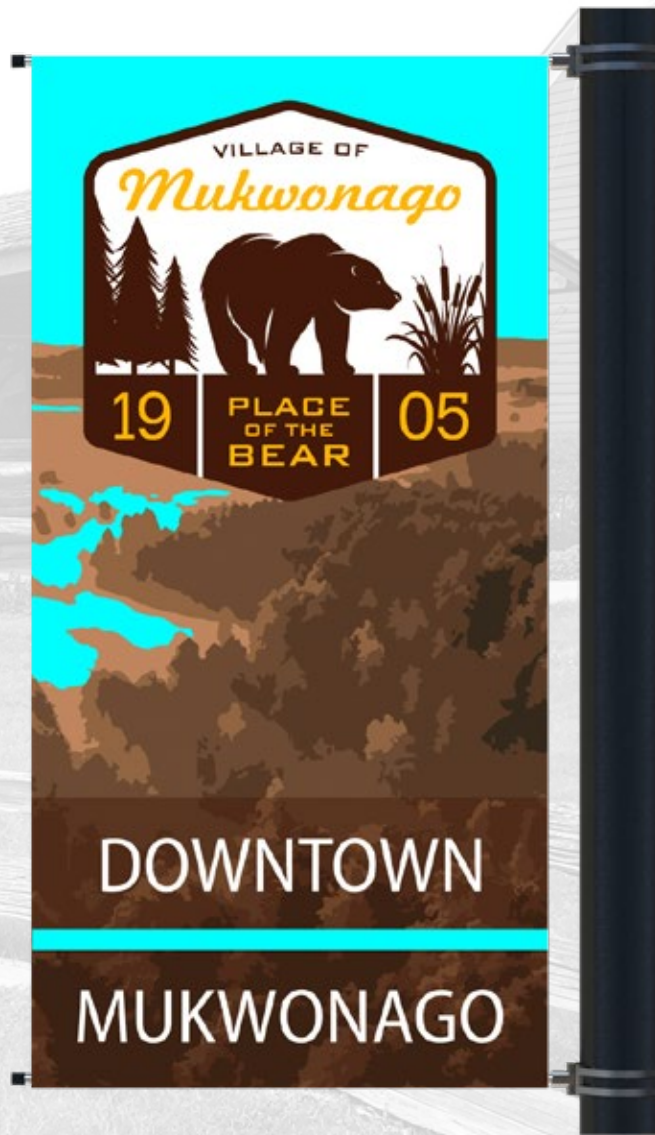


Abstract Banner Designs

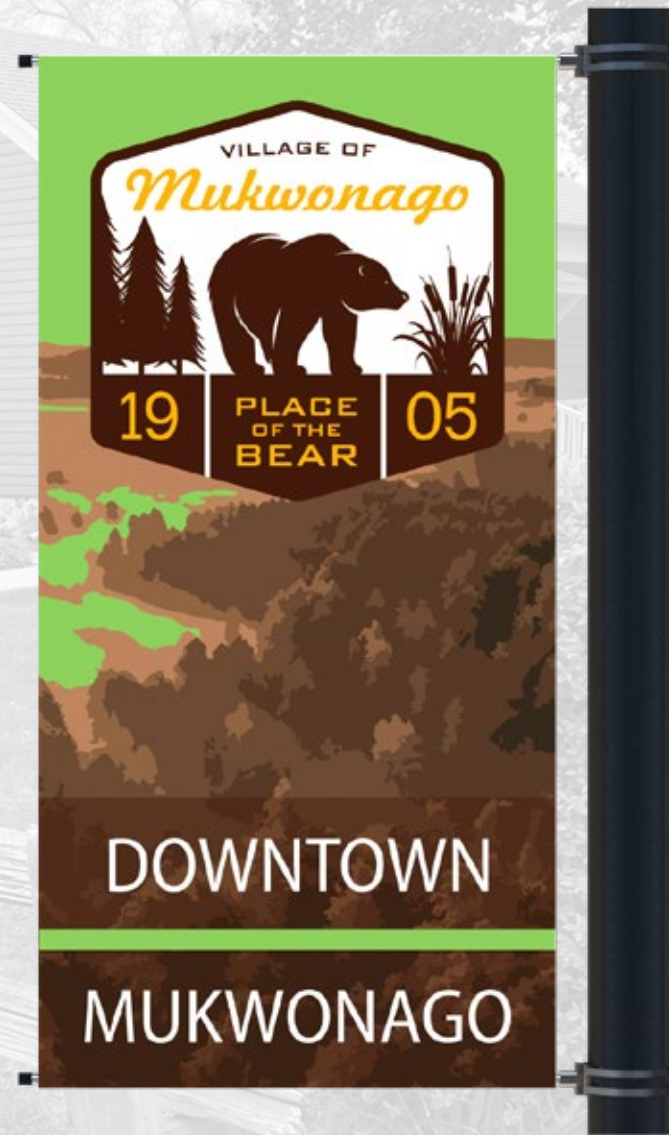
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These graphics are design-intent only. All designs contained on this document are for quoting purposes only. Files for purchased designs will be contained in separate files.	1:8



#4A



#5A



#6A



Abstract Banner Designs

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#7A

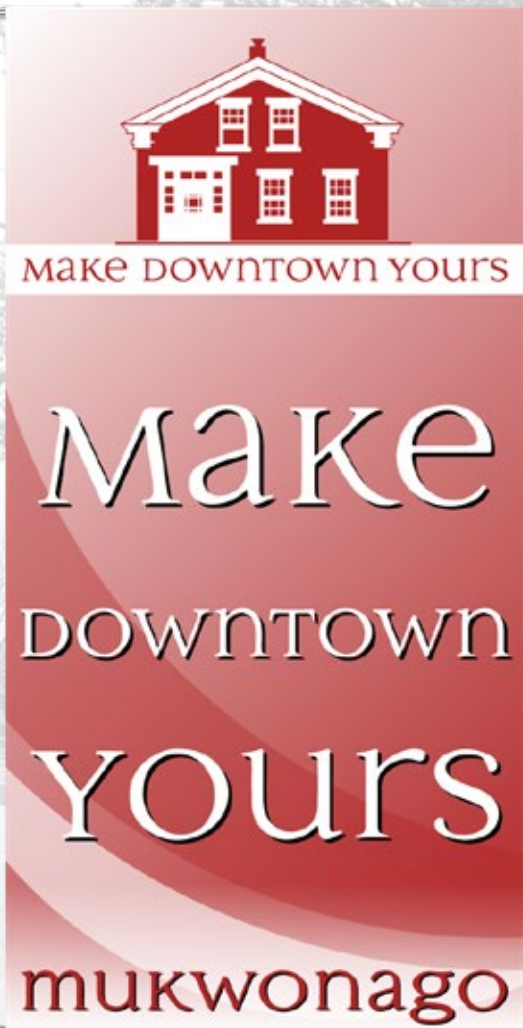


#1SE



Abstract Banner Designs

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#1B



#2B



#3B

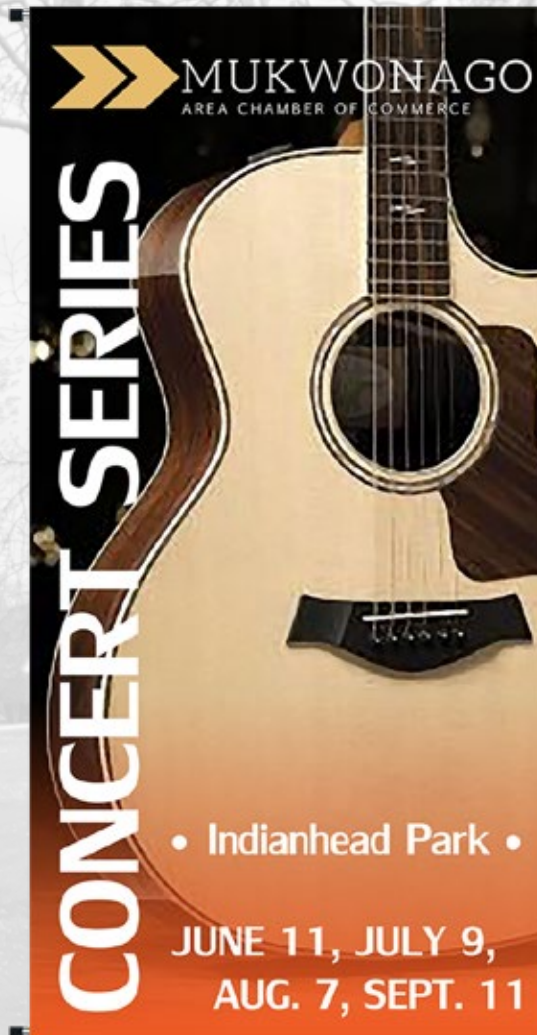


Bold Banner Designs

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#4B



#2SE



Bold Banner Designs

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#1E



#2E



#3E



Elegant Banner Designs

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#4E



#5E



#6E



Elegant Banner Designs

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#7E



#8E



#3SE



Elegant Banner Designs

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Created By:

BCE Product Development Center

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Village of Mukwonago Banner Project

05/17/2021



Project Contact

John S. Fellows, Assoc. AIA, AICP (Planner)
440 River Crest Court
Mukwonago, WI 53149

262.363.6420

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At the quote stage of the banner design process it's important to note that this is a starting point. Design options that are shown in the following pages can be changed or remain as they are upon customer request.

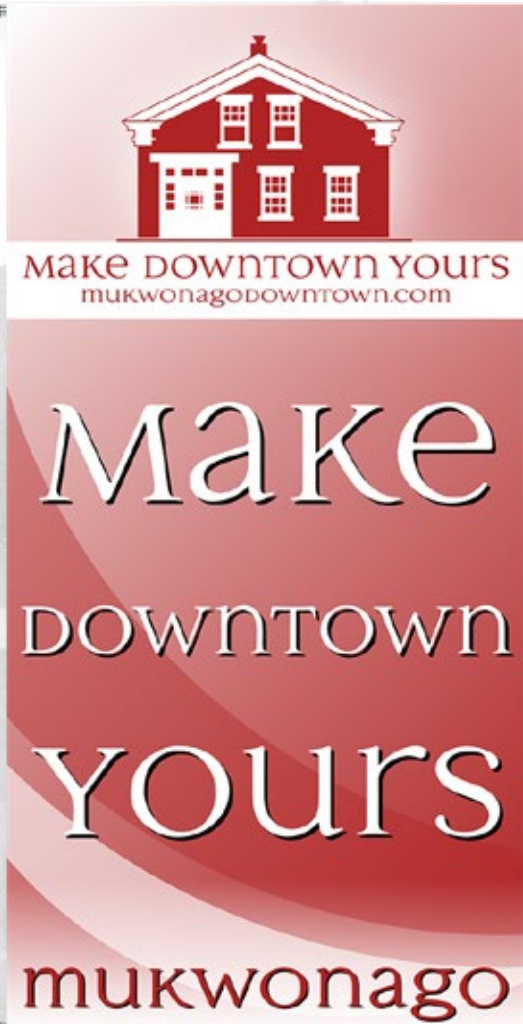
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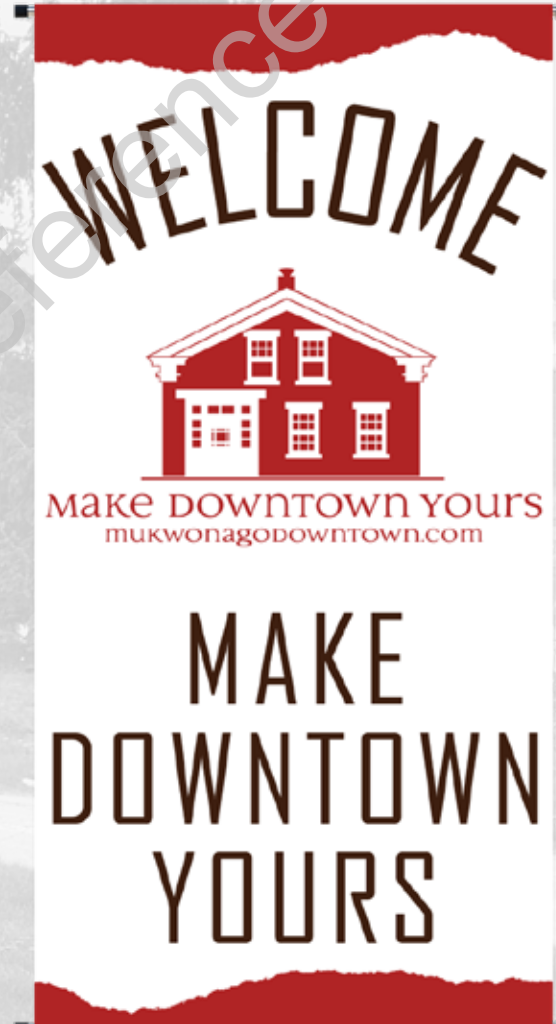
Village of Mukwonago Banner Program



#1



#2

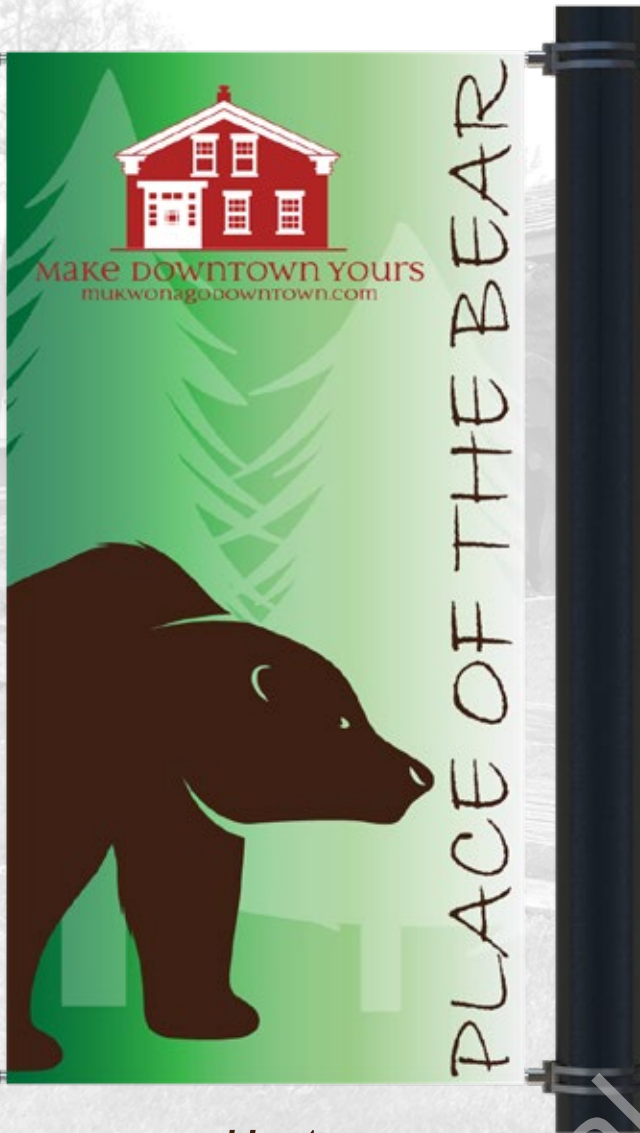


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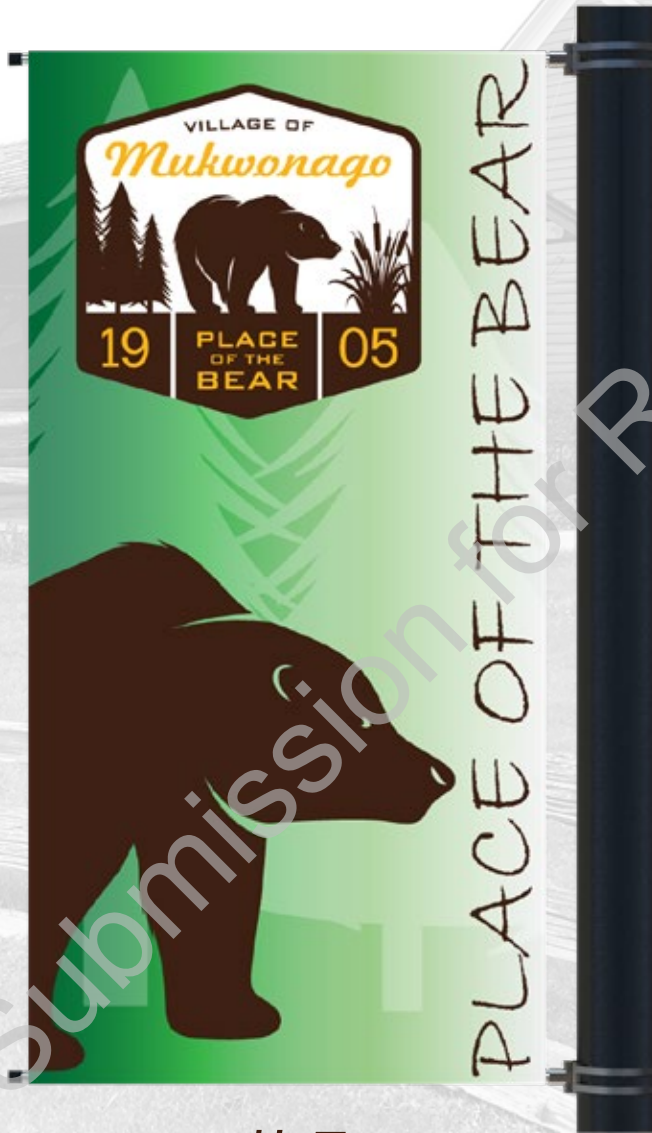


Banner Program Proofs

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#4



#5



#6



Banner Program Proofs

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#7



#8



#9



Banner Program Proofs

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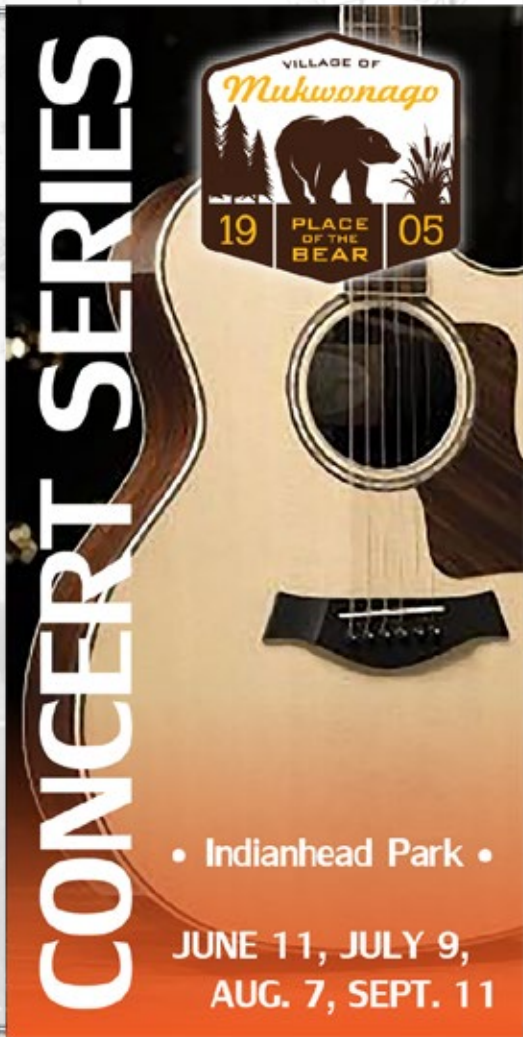


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Banner Program Proofs

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#13



#14



#15



Banner Program Proofs

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SUMMER CONCERT SERIES



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#16



19

PLACE
OF THE
BEAR

05

**LIFE
LEISURE
BUSINESS**

#17



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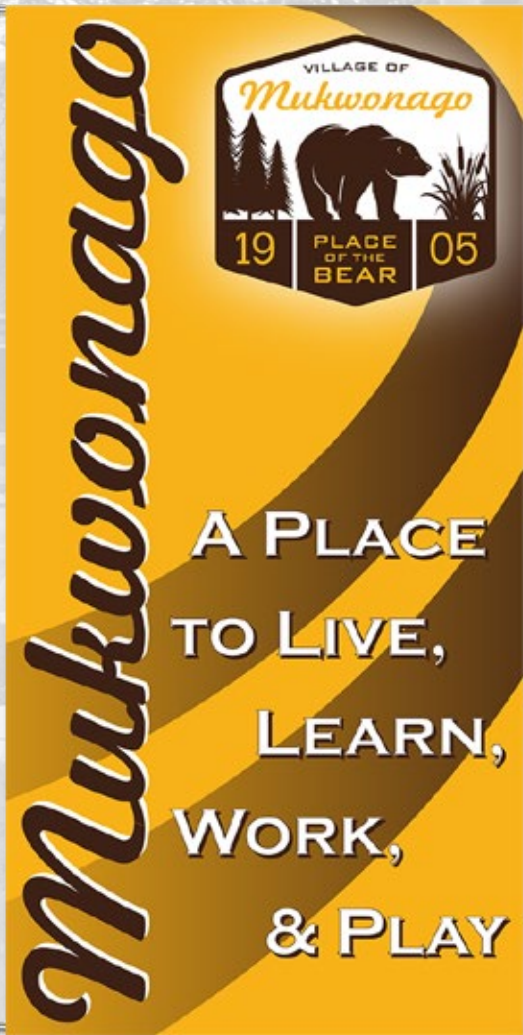
**LIFE
LEISURE
BUSINESS**

#18



Banner Program Proofs

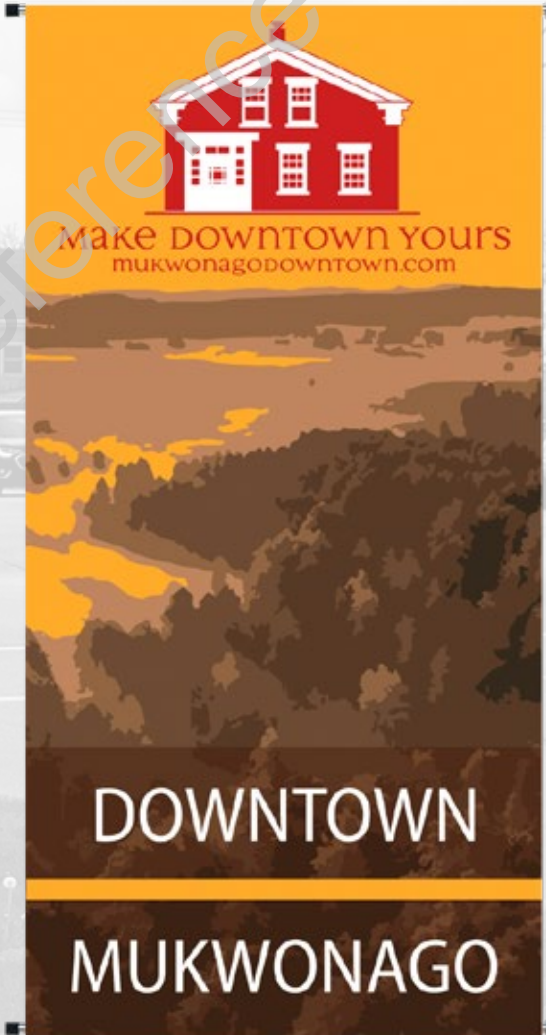
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#19



#20



#21



Banner Program Proofs

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#22



#23



Banner Program Proofs

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BCE Product Development Center

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VILLAGE OF

Mukwonago

<https://workcabincreative.ca/10-things-your-small-town-downtown-can-do-now/>

<https://www.yourtownrising.com/our-blog/10-things-successful-small-town-downtowns-do>

Smart Growth, Strong Towns, Incremental Growth, WEDC-Main Street-Connect Communities

Collaboration Cooperation Coordination with Village Board & Staff

Support Implementing the next Phase Design Plan RFP

Finish the Banner Project

Support the Historic Society completing the Historic District Sign Project

Historic Walking Tour-Help the historical society and friends of the library with technology

Planting Areas including Trees. Why can't we start planting more trees or beds downtown?

Hanging Baskets Raffle-Give Away to local businesses

Light the Locust Trees on the Square

Temporary rotating seasonal public art installations

Murals-Co- Sponsor a Wall Dog Event with Chamber if High School won't do it.

Apply for Façade Grants

Historic Walking Tour-Help the historical society and friends of the library with technology

Cross Market with other organizations focused on the DSP goals on Downtown Yours. What is the Downtown Yours Identity matched to other organizations?

Museum Events

Chamber Events

Village Forums

Identify Placement of Amenities----on public and private spaces (limited possible locations

Work with Village to promote donations for Downtown Amenities like Benches, bike stations, bike racks, trees,

Pedestrian Safety Education on Downtown Yours

Support Downtown Hwy 83 Improvements or Reroute through political action---write-in, petition, non-binding referendum. Goal: Get Downtown Mukwonago back on the DOT Budget for Design Plan A or B.