

**Village of Mukwonago
Notice of Special Meeting and Agenda
Downtown Development Committee, DDC**

Friday, January 10, 2020

Time: 5:00 p.m.

Place: Mukwonago Municipal Building/Board Room 440 River Crest Court

1. Call to Order
2. Roll Call
3. Approval of the Minutes: December 21, 2019
4. **Downtown Streetscaping and Wayfinding Design Kickoff Presentation** by Foth Infrastructure & Environment, LLC representatives with Introductions. Discussion, and Possible Action on the following Foth Presentation Items:
 - a.) Coordinate base map materials
 - b.) Discuss previous planning endeavors and discussions with DOT
 - c.) Steering committee identification
 - d.) Confirm project area and scope of project
 - e.) Discuss and confirm public input process
 - f.) Finalize schedule
 - g.) Schedule next meeting
5. Downtown Strategic Plan Hwy 83 Recommendation Discussion
6. Charette Schedule & Outreach Coordination Discussion and Action Items
7. Downtown Survey Update
8. Public Comment Period
9. Adjournment

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

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of December 19, 2019

- 1) Call to order- Village Trustee Roger Walsh called the meeting to order at 6:02 p.m. located at Village Municipal Building, 440 River Crest Ct, Mukwonago, WI 53149
- 2) Roll Call: Members Present: Karl Kettner, Eliza Pautz, Dave Stockwell, Sandy Kulik, Village Planner Ben Kohout and Chair Roger Walsh. Ray Gooden, Doug Yeager and Scott Reeves noted as absent and excused. Audience: (1)
- 3) Approval of Minutes for the November 21, 2019 DDC meeting; Motion (Kettner, Pautz) to approve minutes; unanimously approved.
- 4) Referral Items
 - a. Downtown Yours Website, FB Page, Outreach Update, Downtown Yours Website Costs – R. Walsh reported on ongoing issues with the Downtown Yours website – reported that the staff had posted the agenda and the e packet but he was unable to open it and referred it back to staff. Requested consensus on what to do with testimonials as they are outdated. Consensus to update them with current information but leave them on the page and seek new if available. R. Walsh reported that the website includes the names of the DDC members only no bio. Updated photos requested from the DDC for the website or FB pages. Outreach will be addressed under agenda item 6. R. Walsh reported that he was still trying to get a handle on the website costs and that we can update parts of it without incurring costs and we should just continue to do what we have been doing.
- 5) Update Committee Members on Foth Streetscaping- Wayfinding Proposal Board Decision – R. Walsh reported on approval of contract with Foth. B. Kohout commented on whether a pre-meeting with Foth was needed and if so, who would attend that meeting prior to the public charrette scheduled for the regular DDC meeting on January 23, 2020. E. Pautz question regarding what Foth was looking to accomplish with a pre-meeting. B. Kohout response that it was to get an idea of how the DDC anticipated the public input to go and if there were anything the DDC wanted them to address. Consensus to have public input only to see what ideas developed. E. Pautz commented that she anticipated Foth would design a public comment / notice concept so a uniform roll out was achieved and that it would then be provided to members and staff to get the word out regarding the public charrette. Consensus to meet on January 10, 2020 after 3:00 PM with the DDC and Foth on a pre-public meeting concept plan.
- 6) Downtown Yours Website & FB Page Update, Testimonial Recommendations, Outreach Goals and Actions Exercise, Village Social Media Policy – R. Walsh conducted brainstorming on outreach. Items identified were: Business outreach opportunities – listing from Village or Chamber, Library, Nextdoor site, Maxwell Street Days event, Social media pages, service organizations, email blast list, Committee of the Whole Agenda, Message Boards on various businesses or schools and to have one consistent message on all.
- 7) Update Committee Members on Downtown Strategic Plan Page 23 Recommendations Made for Immediate Implementation

- a. Hwy 83 Reroute around Downtown-Board Direction to meet with DOT – R. Walsh commented that he would be reaching out again to the DOT and would report back. He reported that the DOT maintains a website on traffic studies that is updated from time to time that can be used to revisit the Hwy 83 issues.
 - b. Ordinance Change Trucking Route onto Veterans Way/Holz Parkway, (see map) – R. Walsh reported that as Highway 83 is a state route it is illegal to restrict truck traffic. E. Pautz commented that the signage to the reroute for Holz Parkway was bigger than she remembered and S. Kulik commented that it is large but is set to far back to be easily seen from the roadway.
 - c. Reinstitute the Historic Preservation Commission – Summary Ordinance Review – R. Walsh reported that it passed in February of 2019 and is waiting on appointment for seven members. Follow up email was sent to see if any names were available to forward to the Village President for appointments.
- 8) Village Related Planning Initiatives Update:
- a. Branding – B. Kohout reported that there was no definitive timeline on the branding yet.
 - b. Zoning and Sign Ordinance RFP – B. Kohout went through the elements of the RFP and reported that the intention is to go to a Form Based zoning program to remove the design sensitivity to address the various district areas for the Village to create a desired look for the areas and clearly show developers what is required. It can allow the zoning administrator to work with developers to meet minimum standards compared to maximum standards as currently used and reduce Plan Commission oversight. The process will take approximately 18 months to completion. E. Pautz asked how form based would fit into the strategic plan. B. Kohout indicated that the company that does the plan would be involved in the design guidelines in concert with the DDC and the public input into the overall plan.
 - c. Fire Department Community Analysis - R. Walsh reported on the study underway to review how the departments operate and the inclusion of public focus groups.
 - d. Citgo Concept Plan update – no report.
- 9) Discussion on 2020 Goals Exercise and Draft Recommendations – R. Walsh discussed progress to date and the plans for the next 4 to 5 months. S. Kulik expressed concerns that we don't get too many things going that we lose momentum. E. Pautz agreed that we should concentrate on the streetscaping plan until we get that underway before taking on another task. S. Kulik suggested keeping it on the agenda as a topic. E. Pautz agreed that we need to keep it and maintain forward progress.
- 10) Comments from the Public – David Boebel, 815 Meadowview Ln., Mukwonago addressed the DDC regarding the “form based” zoning and that he felt that anything that provides clarity for the citizens and required less decision making from the Plan Commission he is in favor of.
- 11) Adjournment: Motion (Pautz, Kettner) to adjourn at 7:34 p.m.; unanimously approved.

Respectfully submitted: Sandy Kulik