

City of Winsted
Downtown Vibrancy Commission
Winsted City Hall – Lewis Room
Tuesday, October 8, 2013
3:00 p.m.

Downtown Vibrancy Commission Members Present: Chip Guggemos
Anne Schulenberg
Mary Wiemiller

Downtown Vibrancy Commission Members Absent: Nancy Fasching
Joe Swanson

Staff Present: Clay Wilfahrt, City Administrator
Mayor Steve Stotko, City Council Liaison

1) Call the Meeting to Order

Chip Guggemos, Chairperson, called the meeting to order at 3:00 p.m.

2) Approval of Minutes – September 10, 2013

Mary Wiemiller made a motion to approve the minutes of the Downtown Vibrancy Commission Meeting on September 10, 2013. Anne Schulenberg seconded the motion. Motion carried 3-0.

3) No Staff Report.

4) Old Business

a) Review and Finalize Mission Statement for the Downtown Vibrancy Commission

Guggemos recited the proposed mission statement, which states:

The Downtown Vibrancy Commission will support and assist the community of Winsted in cooperation with local organizations in creating a vital and vibrant downtown.

Wiemiller made a motion to approve the mission statement of the Downtown Vibrancy Commission as stated. Schulenberg seconded the motion. Motion carried 3-0.

b) Develop a Brochure Emphasizing Winsted's Unique Opportunities

Guggemos shared a brochure with the members of the Downtown Vibrancy Commission that had been developed a few years ago by the Winsted Area Chamber of Commerce, but not completed. He gave an overview of the items that are covered in the brochure. Guggemos stated that he would like to bring this task back to the Chamber of Commerce to get the project re-energized. In the meantime, Guggemos asked the members of the Downtown Vibrancy Commission to review the brochure, and make notes and suggestions to update the brochure.

5) New Business

a) Discuss a Position (Vision) Statement

Guggemos made a suggestion to table the discussion regarding a position or vision statement until Nancy Fasching could be present to clarify the concept she had proposed at an earlier meeting, and assist in developing a statement. The members of the Downtown Vibrancy Commission agreed to table the discussion until a future meeting.

b) Brainstorm Ways to Stimulate Investment in Downtown Winsted

The Downtown Vibrancy Commission discussed ways to stimulate investment in downtown Winsted.

Suggestions include:

- Create a presence for the City of Winsted on websites, such as www.mnprospector.com
- Find sources of funding for restoration, improvements, and investments
- Offer matching funds for façade improvements
- Research to see if grants are available and educate building owners and investors
- Seek guidance from, and utilize contractors and resources connected with the City of Winsted
- Reach out to area schools and colleges and consider a letter-writing campaign to target the entrepreneurial and art fields

6) **No Announcements.**

7) **Adjournment**

Wiemiller made a motion to adjourn the meeting. Schulenberg seconded the motion. Motion carried 3-0. The meeting adjourned at 4:07 p.m.

Clay Wilfahrt

Clay Wilfahrt,
City Administrator
City of Winsted

ATTEST:

Amanda J. Zeidler

Amanda J. Zeidler,
Utility Billing & Payroll Clerk
City of Winsted