

City of Winsted
Downtown Vibrancy Commission
Winsted City Hall – Lewis Room
Tuesday, April 8, 2014
3:00 p.m.

Downtown Vibrancy Commission Members Present: Nancy Fasching
Chip Guggemos
Anne Schulenberg
Joe Swanson

Staff Present: Clay Wilfahrt, City Administrator
Mayor Steve Stotko, City Council Liaison
Amanda Zeidler, Utility Billing & Payroll Clerk

1) Call the Meeting to Order

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

2) Approval of Minutes – March 11, 2014

Ms. Nancy Fasching made a motion to approve the minutes of the Downtown Vibrancy Commission Meeting on March 11, 2014. Mr. Joe Swanson seconded the motion. Motion carried 4-0.

3) No Staff Report.

4) Old Business

a) Brochure Development

Mr. Guggemos stated that he and Ms. Nancy Fasching met with Niko Alexander regarding the development of a brochure to promote Winsted. Mr. Alexander informed them that he may be able to help with this project, and is happy to give back to the community.

The Downtown Vibrancy Commission discussed the following items regarding the brochure:

- Potential locations to place the brochure to make it available and accessible.
- Information that should be included in the brochure, including the Luce Line State Trail and Winsted history
- Printing, promotion and distribution of the brochure
- Themes and design ideas
- Additional items to include in the brochure, such as a link to the City of Winsted website, industrial park information, and available real estate
- Provide a map of the trail system, and indicate where restaurants, bars, and businesses are located. Also use special icons for restrooms, parks, public water, etcetera.
- Utilize local talent and artwork by talking with local residents and business owners who have taken photos of Winsted Lake, the City of Winsted, and the Promenade.
- Collaborate with the Park Commission to have brochures available at trail heads for the Luce Line State Trail and use similar branding for the brochure and future trail signs.

5) New Business

a) Walking Tour of Downtown Winsted

Mr. Guggemos stated that he, Mayor Stotko, and Mr. Swanson took a walking tour of the downtown and Promenade after the March 11, 2014 Downtown Vibrancy Commission meeting. The group discussed conclusions from the walking tour.

b) “Dollars and Cents of Placemaking for Main Streets” Seminar

Mr. Guggemos stated that he attended a seminar in Willmar, Minnesota on Thursday, March 27, 2014, called the “Dollars and Cents of Placemaking for Main Streets.” This seminar was organized by the Preservation Alliance of Minnesota. Mr. Guggemos reviewed the main topics of the seminar with the members of the Downtown Vibrancy Commission.

c) Meeting with Sharon Hecksel – 135-1st Street N.

Mr. Guggemos reviewed the discussion he had with Ms. Sharon Hecksel regarding her property located at 135 First Street North in Winsted. The Downtown Vibrancy Commission discussed the property located at 135 First Street North.

6) No Announcements.

7) Adjournment

Ms. Schulenberg made a motion to adjourn the meeting. Mr. Swanson seconded the motion. Motion carried 4-0. The meeting adjourned at 4:24 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