

City of Winsted
Downtown Vibrancy Commission
Winsted City Hall – Lewis Room
Tuesday, September 10, 2013
3:00 p.m.

Downtown Vibrancy Commission Members Present: Nancy Fasching
Chip Guggemos
Joe Swanson
Mary Wiemiller

Downtown Vibrancy Commission Members Present: Anne Schulenberg

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

1) Call the Meeting to Order

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

2) Approval of Minutes – August 13, 2013

Joe Swanson made a motion to approve the minutes of the Downtown Vibrancy Commission Meeting on August 13, 2013. Mary Wiemiller seconded the motion. Motion carried 4-0.

3) No Staff Report.

4) Old Business

a) Review of Winsted Area Civic Groups

Guggemos distributed a working list of Winsted area civic groups. Guggemos stated that he is still compiling contact information to finalize the list. The Downtown Vibrancy Commission reviewed the list, and listed additional committees, as well.

b) Establish direction and objectives for the Downtown Vibrancy Commission

Guggemos invited the Downtown Vibrancy Commission members to offer ideas to establish direction and objectives for the Commission.

After gathering ideas and suggestions, the Downtown Vibrancy Commission developed a 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.

Guggemos made a recommendation to delay the vote to approve the proposed mission statement until all of the Downtown Vibrancy Commission members are present at a meeting. The members approved of his recommendation.

5) New Business

c) Develop a Brochure Emphasizing Winsted's Unique Opportunities

Guggemos stated that he would like the Downtown Vibrancy Commission to develop a brochure that can be handed out to a prospective business person, realtor, investor, or other organization, that promotes downtown Winsted.

The Downtown Vibrancy Commission discussed the following items in relation to the proposed brochure:

- What draws outside businesses to Winsted?
- Who will create the brochure?
- Will the brochure be self-published or professionally published?
- What is the purpose of the brochure? Is it to promote local businesses, or local business opportunities?
- Develop something that promotes businesses, includes a map, and history of Winsted.
- Give exposure by allowing local businesses to sponsor the brochure.
- Brochure size and funding.

Mayor Stotko made a recommendation to consider distributing the brochure quarterly, depending on the cost. He added that it could be used to inform about schooling or jobs that are available in Winsted. Wiemiller added that it could also be used to make young people aware that there are job opportunities in Winsted for them.

6) Announcements

The Downtown Vibrancy Commission discussed ideas related to public art, bike racks and building art in the promenade area and downtown Winsted. There was discussion as to whether or not this is an item that the Downtown Vibrancy Commission should be involved in. The Downtown Vibrancy Commission briefly discussed the possibility of creating a theme or brand for the Downtown. Mayor Stotko stated that his vision for the Downtown is to continue with the theme that was started in the promenade, and when the main streets are improved, they should follow the look of the promenade. Clay Wilfahrt, City Administrator, suggested creating a position statement that will offer some guidelines and direction for improvements in the Downtown.

7) Adjournment

Joe Swanson made a motion to adjourn the meeting. Nancy Fasching seconded the motion. Motion carried 4-0. The meeting adjourned at 4:49 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