

Business Development
Develop an entertainment destination center in City Center incorporating events/ activities and identifying targeted businesses.

Meeting was called to order by Chairman Chiaverotti at 5:05 pm. Also in attendance were Bill Engelking, Fred & Pat Korth, Kelly Kenyon, Tina Schaefer, Don Skarda, Karin Geier-Nickle, Arthur Anderson, Jim Coffey, Tom Ralston, Karol Niessing-Schepp, Alli Brandt, Shannon O'Reilly, Tyler Nerad, Lana Arrowood and John Mooney.

Absent: Robert Mohr, James Barwick, Kurt Fifer, Mark Wolf, Penney Anstey, Kenneth LaMonte, Donald Wieselmann and Vickie Gosse.

Chairman Chiaverotti explained the main group for Economic Development that led to this and other study groups. This study group is titled Business Development with the mission to develop an entertainment destination center in City Center (Janesville Road between Lannon and Parkland Drive) incorporating events/activities and identifying targeted businesses.

A brainstorming session involving entertainment destinations took place. The following sites will be toured by volunteers that will bring detailed information back to the next meeting. Information is to include names and types of businesses, events and activities, gathering spaces (if any), etc.

Bayshore: Karol S.
Cedarburg: Fred K.
Delafield: Karin S.
Lake Geneva: Tina S.
New Berlin Town Center: Kelly K.
Sendik's Towne Center/Brookfield: Pat K.
Sendik's Towne Center/Franklin: Jim C.
Greendale Village: Lana A.
Fish Creek/Door County: Kathy C.

Brainstorming session included the following ideas to be incorporated in an entertainment destination.

BUSINESSES/ACCOMODATIONS

Restaurants, Book Store, Spa, Hotel, Sporting Goods, Gourmet Food Store, Wine Store, Jeweler, Art Shop, Music Store, Shoe Store, Home Décor, Pottery Barn, Souvenirs, Parking, Old Fashioned Ice Cream Parlor and Candy Store.

OTHER IDEAS

Music, small theatre, play center, sport center, plaza (gathering place including enclosed), gardens, outdoor seating, roof top dining, ice rink, wine sampling, walkable, horticultural building, parking, boat docking and Dandelion Park nostalgia in building design, rides, photos, etc.

Next meeting is September 25, 2007 at 5:00 pm in Chamber of Commerce conference room located at S74 W16894 Janesville Road.

Questions: 414-422-1155 x 111 (Kathy Chiaverotti)