

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

Meeting Minutes – Sept. 25, 2007

Kathy Chiaverotti, Bill Engleking

Meeting was called to order at 5:05 pm.

Bayshore: Karol S. provided a map, brochure and pictures of the area. She found the development beautiful providing patrons with indoor and outdoor shopping/services and a central gathering place along with a fountain, amphitheatre, calk drawings, coupon books and colorful stores. The site also offers multiple events and activities for all ages. The feel of the area is much like a traditional downtown. She believes elements of this site could be incorporated in Muskego but not in its entirety. It was also pointed out that decorative light poles have speakers with music piped in.

Cedarburg: Fred K. noted that Cedarburg presents quite a bit of history lending itself to a more quaint and walk downtown conducive for walking. The main road is only 2 lanes. Many unique small shops that include lawn ornaments, pizza, cookie shop (take & bake), stain glass, coffee and restaurants with outdoor seating. Off road parking lots are also available and cultural center features major entertainment. Muskego probably can not model itself after this area due to lack of historical buildings, wider road and lack of lake access thru town center. Pictures were provided.

Delafield: Karen G. visited the newer commercially developed area near the Interstate. The landscaping is plentiful with decorative old town charm. It has many small chain stores but does not offer a walking experience.

Lake Geneva: Tina S. found it to be a quaint district easily walked by pedestrians with old town charm. There are no chain restaurants or businesses. Small boutiques and specialty shops are prevalent. The streetscape is attractive with brick, planters, signage, trash bins and benches. These elements could be used along Janesville Road. Muskego does not have lake access near its downtown like Lake Geneva. Anti to a quaint feel, a necessity, is the 4 lane highway running through the middle of downtown (Janesville Rd).

New Berlin Town Center: Kelly K. found the New Berlin Town Center difficult to locate. It is not well marked nor does it have a welcoming feel at the entrance. There are no gathering places or benches for patrons. Parking lot and traffic flow is impractical (no connect ability). Shops include IHOP, ice cream shop and basic family/business services. This site is more of an example of what not to do.

Sendik's Towne Center/Brookfield: Pat K. found this site to be closer to what might work for Muskego. One thing missing to be added for Muskego would be a gathering place. Stores include clothing, travel agent, jeweler, soup and sandwich shop and grocer. Overall look of the site is attractive but located far from the city center.

Sendik's Towne Center/Franklin: Jim C. provided plans (drawings) of the development that is in the early stages of construction. The site is 25 acres. The first phase will be completed in November to include Sendik's with 2 more phases to follow. Ten percent of the site will be a medical facility. There will be no residential living within the development. All found the plans

very attractive, in particular the entrance arches. Members would like to keep their eye on this development as it unfolds. It appears there is potential for this in Muskego.

Greendale Village: Lana A. was unable to attend meeting.

Fish Creek/Door County: Kathy C. will see area later in the week but anticipates there will be little to model after. This area also has significant lake access, hotels, bed and breakfasts, specialty shops and state park serving as a tourist destination.

Other sites: Branson, MO was mentioned as an active entertainment destination offering dancing waters, nightly concerts, shops and restaurants.

Other ideas:

- Incorporate teen activities and safe gathering place so our youth has a place to go.
- Incorporate ethnic dining experiences. Possibly that correlate with the city's history of first settlers.

What's next? Committee members will bring (to the next meeting) a list of the following that are conducive to an entertainment destination area that could work in Muskego

- Specific names of restaurants that might work in Muskego's town center
- Specific names of shops that might work in Muskego's town center
- Specific names of businesses providing other services that might fit
- List of specific events and acts that might work
- Streetscape elements and designs

Meeting was adjourned at 6:05pm.

Next meeting is October 30th at 5:00 pm in Chamber of Commerce conference room located at S74 W16894 Janesville Road.

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