



Mequon-Thiensville Town Center Committee

2009 Committee Goals/Activities

1. MARKETING THE TOWN CENTER

Action Items:

- a. Outreach to property owners
 1. Identify property owners and developers to meet with and discuss Town Center.
 2. Identify property owners and developers to invite to attend a committee meeting.
 3. Meet with property owners to stress importance of business retention.
 4. Identify projects that would improve properties.
- b. Publicity
 1. Promote Town Center through press releases.
 2. Prepare and send out Town Center Newsletter in 1Q09.
 3. Provide input to M/T Chamber of Commerce for monthly newsletters and "Chamber Chat".
 4. Provide input and representation at Chamber Local Government Committee activities.

2. COORDINATE ACTIVITIES WITH ECONOMIC DEVELOPMENT SPECIALISTS

Action Items:

- a. Promote contacts with developers and property owners
 - b. Help prioritize potential projects.
 - c. Provide local knowledge of property owners and developers.
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- d. Interact with Economic Development Specialist at Town Center Committee meetings and monitor progress in conjunction with City and Village staffs.

3. SUPPORT MEQUON COMMON COUNCIL FOR TOWN CENTER INITIATIVES

Action Items:

- a. Interface with Thiensville
 - 1. Promote consistency in development and streetscaping
 - 2. Act as liaison when requested.
- b. Act as liaison to Weyenberg Library and other local organizations to assist municipal staffs in planning in Town Center area.
- c. Assist in involving Economic Development Specialists where requested.
- d. Provide input to Council where requested.
- e. Encourage and assist city staff in the completion of identified projects.
- f. Review and assist city staff in accomplishing items on Town Center master plan list.

4. THIENSVILLE IMPROVEMENTS FOR TOWN CENTER DEVELOPMENT

Action Items:

- a. Promote improvements to existing businesses.
- b. Identify projects that would improve properties.
- c. Encourage property owners and developers in identifying potential projects and assist in approval process.
- d. Encourage and assist village staff in the completion of identified projects.

5. GATEWAY FEATURES

Action Items:

- a. Support efforts to provide gateway features as Town Center priority.

6. COMMUNITY COORDINATION

Action Items:

- a. Oversee projects to promote a consistent Town Center theme between the two communities.
- b. Provide input to encourage consistent contextual and thematic design for improvements and redevelopment projects to include historical, cultural, and natural elements.
- c. Encourage "healthy/green vision" in design elements for Town Center projects.

7. ROTARY RIVERWALK

Action Items:

- a. Continue discussions with Rotary Clubs on their efforts to commence planning and construction in the riverfront park areas.
- b. Support Rotary in their fund raising efforts by publicizing their project.
- c. Provide feedback to Rotary Clubs to assure riverwalk is compatible and consistent with Mequon Common Council goals and design elements in riverfront park areas

8. RENNICKE FIELD IMPROVEMENTS

Action Items:

- a. Continue discussions with the Rennieke Field Renovating Committee to assist them in their efforts.
- b. Support Rennieke Field Renovation Committee in their fund raising efforts by publicizing their project.
- c. Advise Rennieke Field Renovation Committee on the renovation plan to assure conformance with Town Center plans.

9. Monitor Town Center Committee accomplishments and fulfillment of objectives. At YE2009, review whether Town Center Committee is still filling a need for the two communities.