

MCCA Membership Meeting
Wednesday, January 11, 2017
Capitol Civic Centre, 8:30 a.m.

Attendance:

Jeremiah Novak, Novak's Service, MCCA Chair
Pat Mecca, Grape Grain & Bean, MCCA Treasurer
Rick Couron, Hearty Olive, Board Member
Gary Stolp, Subway Vice-Chair
Brian Gilbert, Westlake Golf, Board Member
Vickie Seehafer, Aspire Real Estate Group, Board Member
Nic Sparacio, City of Manitowoc
Michelle Linville, Big Brothers Big Sisters
Barry Nelson, Nelson Business Development
Matt Schliesman, Capitol Civic Centre
Cathy Karl, Heart & Homestead
Jody Dubinsky, Treasures
Tim Gadzinski, Manitowoc Public Library
Pastor Chris Hoppe, 1st German Church
Cindy Kinas, Nelson Business Development
Katelyn Burton, Wisconsin Maritime Museum
Corey Zoerb, Before N After
John Garcia, Before N After
Katie Schamburek, Glaze & Paint

Meeting called to order at 8:30 a.m. by Chair, Jeremiah Novak.

Welcome & Introductions:

Treasurers Report: 43 Paid Members

1 Outstanding Membership & Visitors Guide from 2016
6 paid Visitors Guide- 1 Paid Non-member
1 Outstanding Hotel Guide from 2016

New Business:

Calendar of Events: Discussion of Events scheduled for 2017.

January: No Events

February: Ladies Night Out Thursday, February 9th, 2pm – 8 pm
Ice on 8th Saturday, February 11th, 8am- 6 pm

March: Gold Coin Grab (Cathy Karl will send more information)
St Pat's Parade Friday, March 17th (MCCA to assist Kathie's Stage Door, Jeremiah Novak will follow up)

April: Day in the Life of a PEEP (Jody Dubinski will send an email with information)
Ladies Night Out April 13th (Cory Zoerb will send more information)

May: Downtown planters. Possibly purchasing larger pots that can be year round. (Vickie Seehafer to check on pricing)

June: No Events

July: Krazy Daze and Subfest July 7th – 9th (Jeremiah Novak will attend planning meeting January 17th)

August: Balloon Glow Friday, August 18th (volunteers needed contact Gary Stolp)

September: Sputnikfest September 8th & 9th
HarvestFest combined with Farmer's Market (date to be announced)

October: Treat Street Saturday October 28th

November: Small Business Saturday

Holiday Parade Wednesday, November 23rd @ 6:30 Looking for volunteers to build a MCCA float.

December: **NEW** Events discussed, Dine small, (local restaurant Saturday) Christmas with the Grinch (Randy Lieptow) Decorating Downtown for Christmas season (Evergleams)

****Looking for Volunteers & Chairs for these events.****

MCCA Rebranding: A committee will meet to discuss rebranding the organizations Logo & Name. A committee, Karen Nichols, Jason Ring & Randy Lueptow will meet to discuss and bring their suggestion back to membership. Input from the membership is encouraged by contacting one of these committee members.

Ice on 8th: Event will be held Saturday, February 11, 2017 starting at 8 am. The committee is creating an all day event this year. There will be 25 blocks of ice purchased for sculptures. Cost for each block is \$275.00. There will be 5 professional sculptures plus student carvers from Silver Lake College. Hockey & Ice Skating demonstrations will be held the morning of the event. New this year will be a Broom Ball Tournament. Adult Participants will wear tennis shoes in place of skates. The game is similar to hockey. Beer Tent with heaters and Charlie Bucket Band will play 5-6 pm. Clipper City Co-Op is sponsoring an event @ Kathie's Stage Door starting at 5pm. Posters to be distributed next week. A live radio remote will be held the day of the event. Manitowoc Symphony will be at the Capitol in the Evening.

City Update: Forefront Dermatology is in their new building in the main floor of the River Loft Condos. Their goal is to hire 125 employees.

Mirro Building: work is being done on the inside of the building. Hazardous materials will be removed on the North exterior wall with high pressure water starting again in March. A bid Document will be released soon to hire a contractor to remove the existing building. Washington Street walls will come down 1st. More public outreach to follow. The downtown plan will happen this year with a new master plan.

Progress Lakeshore: Continues to work with the Manitowoc Company.

Farmer's Market / Grow It Forward: No Report

Discussion: 1st German School Students looking to help in the community. May help with window decorations, helping in the club house at the farmer's market. Children are pre-K – grade 8.

Next Meeting: April 12, 2017 @ 8:00am Capitol Civic Centre.

Meeting Adjourned

Respectfully Submitted

Pat Mecca Treasurer

**Downtown Manitowoc/MCCA
Minutes of Meeting 4-12-2017**

Meeting called to order at 8am by President Novak.

In attendance: Pat Mecca-Grape, Grain & Bean, Gary Stolp-Subway, Amber Daug-Grow it Forward, Joel Evenson-Ansay & Associates, Kathleen Galas and Pastor Carly Kuntz, Guests from Lakeshore United Methodist Church, Karen Duvalle and Katelyn Burton from the Wisconsin Maritime Museum, Jason Ring-Manitowoc Area Visitor and Convention Bureau, Zita Gehl-Fabric Creations, Bonnie Timm-Fox Communities Credit Union, Chris Hoppe-First German Evangelical Lutheran Church, Nic Sparacio-City of Manitowoc, Lorinda Tulachka-Progress Lakeshore, Matt Schliesman-Capital Civic Centre, Doug Soodsma-Soodsma Insurance, Sheri Lau-Shipbuilders Credit Union, Michelle Linville-Big Brothers Big Sisters, Jody Dubinsky-Treasures, Rick Couron-The Hearty Olive, Jeremiah Novak-Novak's Service Center.

Financial Report given by Pat Mecca. There are 46 paid members, 4 outstanding: 20 Hotel Guide paid, 1 outstanding: 7 paid for the Crossing (Badger guide) 20 paid for Visitors Guide and 19 paid for Ice on 8th. Pat is working with Hawkins Ash is helping to transition to Quickbooks that will provide reports for the organization.

Hotel Guides: There will be an email asking for those that participated to respond with any changes by 4-17-17, otherwise will be printed as is and invoices will be sent for \$150.00 per ad.

Downtown Planters: Board would like to purchase 6 from Brandon Gauthier who will be reusing materials from Mirro for around \$500.00 each. These will be one of a kind and will be bolted onto the sidewalk. Jeremiah is working with the city to place them between Washington St. and Quay St. on 8th St. The MCCA name and logo will be on them but businesses could purchase more in the future to take ownership and tie all together. City will determine placement of where they will go on the sidewalk. Planting will be done by MCCA before the first crossing of the carferry. Then hoping businesses will step up to the plate and keep them looking nice throughout the season. Working with the city to possibly have them included in their watering schedule.

Businesses should be consulted as to exact placement in front of their establishment. MCCA will also be using the old brown, gray planters and refill them. If businesses still have them, they can bring them down for planting in a designated place. MCCA will let them know when and where.

LOGO Changes: These are being worked on, reestablishing "Downtown Manitowoc"----still MCCA on paper. Just the logo will change. This will match the website of "downtownmanitowoc.org". We will do media blitz to reveal the new look. There is currently a committee working on this.

Sign Me UP: The company would like to get involved with the downtown organization and businesses. A cost sheet was presented to all businesses present to possibly share the cost of billboards. Suggestions to add Downtown Manitowoc somewhere on the ad. Jeremiah will send email to all businesses with John Ashenbrenner's information.

Pastor Karly Kuntz: Anyone interested in the planning process of the Three on Three Basketball tournament in Washington Park should get a hold of Pastor Karly. This would be a way for the younger generation to connect with the community. They need involvement by volunteers and any type of sponsorship, be it financially, door prizes or in any other way.

Progress Lakeshore: Reminded all business owners about their May 3rd 6th Annual Excellence in Economic Development Awards Breakfast, urging members to attend.

City Updates: The downtown parking study is moving forward. Consultants have been lined up and are being interviewed. Some have worked in communities our size. There is a need for parking structures but need to look at all aspects of parking throughout the downtown area, keeping in mind the maintenance of the structure. This study is on the same timeline as the downtown masterplan. They are hoping to create a citizens steering committee of 10 to 15 people. This would be a time commitment of about 8 to 10 months. This will include public input workshops.

A farmer's market committee is being put together including a business person from downtown. They will work on improving the relationship between vendors and the City of Manitowoc and direct where that organization goes from a grassroots perspective starting bottom up with farmers/stakeholders.

Amber Daus gave an update as Farmer's Market Manager. She is looking for opportunities for relationship building. Looking at local farmers market as being an arm of "Manitowoc Grow It Forward!" This would also allow the market to be under one non-profit status to receive donations and sponsorships. The intent is to turn over the financial side of things to Grow it Forward. It will still be held on Saturdays in the same location. Possibly move Tuesday evening's market to another location, potentially Washington Park. This is all in the discussion phase.

Jason Ring told the group that May 19th is the Carferry startup. A welcome reception will be held on that day. National Tourism week is being held the week of May 8th with there being a breakfast on the morning of May 10th with speakers. All are encouraged to attend.

Katelyn from the Maritime Museum reported on Subfest. Planning is going well including a walking historical tour of downtown. Theme is "Home Front". A tribute wall will be outside of the museum honoring women of the war along with a war costume contest.

First German Lutheran would like to do more promotion on the school that is present on their campus including 3K and 4K as being convenient in the downtown area. They would encourage all to pass the word.

Next monthly meeting will be held on May 10th in the evening.

Respectfully submitted,

Bonnie Timm, Recording Secretary

**DOWNTOWN MANITOWOC/MCCA MEMBERSHIP MEETING
MINUTES 5-10-2017**

Called to Order by President Novak at 6:15pm.

Present: Bonnie Timm, Zita Gehl, Barb Gelhausen, Jody Dubinsky, Rick Couron, Vickie Seehafer, Michelle Linville, Karen Nichols, Gary Stolp, Lawrence Hansen, Tim Gadzinski, Karen Duvalle, Sherry Paszkiewicz, Sandra Ronski, Corey Zoerb, Jason Ring, Pat Mecca

Financial: Pat Mecca gave a financial report. 46 paid memberships, 1 new for 17/18. There are still outstanding memberships, Hotel Guide 17 paid, Ice on 8th 5 paid. Invoices are being sent out for those unpaid.

Planters: Met with the city and they would like to see the design for the planters before they put their stamp of approval on them for a permanent structure on the street. There is an issue with Brandon Gauthier getting materials from the Mirro building at this time. City has scrap materials and he will check with Allstates Rigging to see what they have so he can move forward. We do not want to rush the project, as we want a great result. Downtown Manitowoc will be paying for the first 6 planters when they are ready. Goal would be to have other businesses purchase more for the future. We will be planting and putting in the regular brown planters toward the end of May in the meantime.

Logo Designs: Karen Nichols presented some sample graphics. Some of the feedback was: location does not really say who we are, so maybe go back to Downtown Manitowoc Association on the logo. Lampposts may not be identifiable objects, possibly the Courthouse Dome, bridges, etc. would be better. Karen will take these suggestions back and new samples will be emailed out to all and to please vote and return by a certain date so we can move forward.

Krazy Daze: Board discussed piggy backing this year with Subfest, but look at a possible date change for next year, such as Thursday to encourage people to come down for the sales as a preview to Subfest. Karen from the Maritime Museum talked about the walking tour that will be free to businesses in the downtown area. The Museum is looking for photos of what the buildings downtown looked like and what they housed during WW II. They are having a Maritime History Bus Tour and the Skyline Princess tour on the river. Maritime Museum is working on print materials and would love to see Red White and Blue decorations up and down 8th Street during the Subfest.

City Update: Jason Ring shared an event Windigo Fest around Halloween. There will be a hearse parade and the City will be putting grant money into this. Discussion and questions ensued on how Downtown Manitowoc could get grant money for the events that they host, such as Lakeshore Balloon Glow. All businesses should try to work together on events to help out everyone in the area. Working together is always a better plan and we all bring something to the plate. Grant applications are now available online at the City's website. The Room Tax Commission votes on the applications.

Grow It Forward: Amber Daugs reported that they had 11 vendors participate in the first day of Farmers Market. The frost delayed some in what they had available. They are advertising in the HTR and looking at possibly doing some radio ads. They are working on their charter and immediate issues,

such as location of the Tuesday market, potentially Washington Park. Paradise Foods is already being asked to move out as building was sold.

VIC: Carferry is scheduled to arrive on 5/19 at noon. Please post signs in your businesses and the festivities will start at about 11:30am at the Carferry Docks. 11:45 to 12:15 is expected arrival time. They are trying to rally people downtown. Jason Ring told the group to get their event submitted on line to VIC (Visitor and Information Center) as soon as possible. They also use this calendar to decide on what to put on their digital signage.

Open Discussion: The Seamstress will be celebrating their 20th Anniversary with a ribbon cutting at 11:30 on Friday 5-12. Congratulations to Barb and her staff.

Ladies Night Out---27 businesses participating. The Ladies will get maps that show all partnering businesses. They will receive a ticket and if they get it stamped with a minimum of 4 businesses on each side of the bridge they will be entered in a mystery prize drawing.

Maritime Museum will be having Women of the War dress up contest during Subfest. There will be three categories and Women of the War Tribute Wall. They are looking for any photos to share with the visitors to Subfest.

Meeting was adjourned at 7:15pm.

Respectfully submitted,
Bonnie Timm
Recording Secretary

**DOWNTOWN MANITOWOC/MCCA MEMBERSHIP MEETING
MINUTES 7-12-2017**

Called to Order by President Novak at 6:00pm at Wisconsin Maritime Museum.

Present: Bonnie Timm, Michelle Linville, Peter Wills, Tim Gadzinski, Pat Mecca, Cathy Karl, Susan Stecker, Jeremiah Novak, Amber Daus, Barb Bundy-Jost, Jeff Dvorachek, Randy Lueptow, Stacie Sorenson, Karen Duvalle, Katelyn Burton, Corleen & John, Bonnie Timm

Financial: Pat Mecca gave a financial report. Membership invoices will be sent out in July. There are still some past due membership and advertising invoices.

Sub Fest Report: They did not have numbers as of yet, but it all went well. They will be having a wrap up meeting.

Krazy Daze Discussion: Some things to look at for next year---timing for wagon rides and tractor rides. May want to change them and also have better explanation of where the route is for each. People were confused. The Farmers Market went well in Washington Park. We may need maps and routes, where to catch the tractor and wagon. Look at the logistics for safer experience for patrons. We need to be consistent with whatever is done with setting up the areas, so people know from year to year where to find things. Discussion was held on possible vendors in Burger Park for just Friday.

Posters and handouts have to be correct and consistent with communication. A suggestion was made to increase time for food sales in the PM. Parking is always an issue for events like Krazy Daze and Subfest.

Balloon Glow: Volunteers are needed to hold balloons, possibly talk to Crossroads Church to see if they have some volunteers who could help out. We are still looking for sponsorships.

Harvest Fest: September 30, 2017 and looking for volunteers to be on the committee. Cathy Karl is the chair.

City Update: Peter Wills talked about how the Mirro Property will be included in the downtown study to determine next phase. Discussion was held on the funds that will be spent on the study and why it will be different from the Comprehensive Plan that was done in 2009. They have done somethings from that plan. Currently they will be developing specific action items. After the city picks the group that will be doing the study, they will engage downtown businesses and building owners.

Progress Lakeshore: Discussed parking issues, with regard to timing of parking spaces. There is increased activity in availability both in the downtown and outlying areas. Pasta for Progress will be held in September. Meijer project has been postponed until 2019* (possibly beyond). The sale has gone through and the property now belongs to Meijer.

Open Discussion: Ladies Night Out---Thursday, August 17, 2017. There will be a trolley to transport ladies along a route showing participating businesses and there will be after parties at different establishments. They are looking for sponsors for the Trolley, contact Ivy trails for more information.

Meeting was adjourned at 7:30pm.

Respectfully submitted,
Bonnie Timm
Recording Secretary

**DOWNTOWN MANITOWOC/MCCA MEMBERSHIP MEETING
MINUTES 9-13-2017**

Called to Order by President Novak at 6:00pm at Wisconsin Maritime Museum.

Present: Bonnie Timm, Peter Wills, Tim Gadzinski, Pat Mecca, Cathy Karl, Jeremiah Novak, Amber Daus, Jeff Dvorachek, Randy Lueptow, Karen Duvalle, Corey Zoerb & John, Linda and Rick Couron, Karen Nichols, Jody Dubinsky, Donna Sowinski, Dayna Nienow, Justin Nickels and Nic Sparacio

Nic Sparacio from the City of Manitowoc presented an update on the Downtown Master Plan. Talked about other downtowns and the importance of the potential for our downtown. The new plan will identify 3 to 5 priority development sites and will include a strong focus on short term implementation and will also include community participation. The process should be complete in March/April of 2018. There is a new TIF district being formed in the downtown area.

Harvest Fest: September 30, 2017 and looking for volunteers to be on the committee. Cathy Karl is the chair.

Balloon Glow: Discussion of what else we can do in the event that the balloons cannot inflate(glow), what can we do to fill any empty space and also looking for input as to what we can do to reinvest the proceeds from the Balloon Glow into the downtown area. The committee is looking for additional members and meets usually in the mornings at 7:30am.

Evergleams on 8th: Will happen this year---contact Cathy Karl for any information.

Open Discussion: A member brought up about posting for people not be wearing masks into the businesses during Windigo and it was decided that each business should do/post what they wish.

Next meeting is scheduled for Wednesday October 11 at the Capitol Civic Centre at 8am.

Meeting was adjourned at 7:30pm.

Respectfully submitted,
Bonnie Timm
Recording Secretary

Open Discussion: Treat Street will be October 28, 2017 from 1 to 3pm. If you want to have your name listed on the website for this event, please contact Cathy Karl at Heart and Homestead by October 20th, 2017. If you need posters for this event to display in your windows, you can pick these up at Heart and Homestead starting Thursday, October 12, 2017.

A reminder about the Downtown Manitowoc Master Plan – Community Kick-Off Event tonight, October 11th, from 5:30 to 7:30 PM at the Capitol Civic Center

Next meeting is scheduled for Wednesday November 8 at 6pm at the Maritime Museum.

Meeting was adjourned at 9:00am.

Respectfully submitted,
Bonnie Timm
Recording Secretary

**DOWNTOWN MANITOWOC/MCCA MEMBERSHIP MEETING
MINUTES 10-11-2017**

Called to Order by President Novak at 8:00am at the Capital Civic Centre

Present: Pat Mecca, Gary Stolp, Bonnie Timm, Rick Couron, Chris Hoppe, Karen Nichols, Lorinda Tulachka, Naomi Raddatz, Matt Schliesman, Karen Duvalle, Brian Gilbert, Barb Gelhausen, Lori Wanden, Barb Bundy-Jost, Jeremiah Novak, Vickie Seehafer, Lori Hagenow, Katelyn Burton, Tim Gadzinski, Nic Sparacio, Amber Daus, Nicole Turk, James Turk

Clipper City Co-op: A presentation was giving from this group. It is a community-owned grocery store dedicated to providing access to locally sourced food, strengthening the regional economy, and promoting health and well-being. They are striving for 1000 owners. Benefits to business owners being a member, the Clipper City Co-op will promote other business owners on their website and to all the co-ops' members. You can become a member with a one-time investment of \$200.00. They have a business model and hope to be continuing forward with a site selection and then potentially building in 2018-2019. They will be having a full presentation at the Capital Civic Centre on Tuesday, October 24, 2017 from 5 to 7:30pm. Please join them to learn more about their initiative.

Visitor's Guide: Jeremiah asked anyone to get any changes to their ad for the Visitor's guide to him by Friday, October 13 so he can get them to the VIC. There is also still one ad available for \$150.00 to any Downtown Business, email Jeremiah if you are interested. Manitowoc's map will be in the center fold out this year.

Harvest Fest: There was great weather and a great turnout of people at this event. Businesses said they did very well on the retail side. The antique tractors and firetrucks were a huge draw and we would like to continue that for next year, possibly adding to the display. Farmers Market Vendors were very pleased with the day overall. We should possible look at extending the day to keep people down there longer, offering more things. Some people came down later in the day and were disappointed everything was being torn down or already gone.

Evergleams on 8th: They will be brought back this year with 2 people bringing their collection of trees to Downtown Manitowoc. We are looking to get more participants to display the trees. There is a fee to put your business on the map, even if you are displaying your own trees. This will allow people to see where all the trees are. There will be a trolley running and for a small fee, people will be able to board the trolley, stop and get off to shop and then get back on and continue the viewing. The committee is trying to put together a book with the history of these trees and photos that people can potentially purchase. Also, there will be a 5th ornament to sell and a way to celebrate Manitowoc's history. If you still want to do a display please contact Cathy Karl at Heart and Homestead immediately if they want to participate in Evergleams display because she plans to start working with Steve & Fran by the end of Oct.

Capital Civic Centre: Matt Schliesman gave a presentation on their growth plan for the future and was asking for our feedback on their potential plans. They want to be more user friendly which would include more comfort and services, including new seating, wider and more leg room, improving the house lighting, improving traffic flow, increasing restroom capacity and lobby expansion. They are in discussion with a fundraising consultant to see if the money is out there, with a dollar amount they are working with around 2.5 million, more than the Capital has ever raised in the past. A decision will be made later this fall. A suggestion was made to look at adding ADA accommodations in the middle of the ground floor, for those that cannot get to the back or to another level.

**DOWNTOWN MANITOWOC/MCCA MEMBERSHIP MEETING
MINUTES 12-13-2017**

Called to Order by Patricia Mecca at 8:00am at the Wisconsin Maritime Museum

Present: Pat Mecca, Gary Stolp, Bonnie Timm, Rick Couron, Karen Nichols, Karen Duvalle, Brian Gilbert, Jeremiah Novak, Vickie Seehafer, Lori Hagenow, Tim Gadzinski, Jeff Dvorachek, Lindsey Krause.

Guests from Lakeshore Artists Guild Cheryl Mahowald and Jill Iverson gave a presentation about an event coming to downtown Manitowoc presented by the Artists Guild in September of 2018. There will be some outdoor events and then indoor closing reception. The event may include a poetry slam and mural project. They are in the planning stage and are looking for businesses to get involved in a variety of ways: sponsorships, hosting local musicians in their businesses and any other way they would like. The next meeting will be at Manitowoc Coffee, Wednesday December 20, 2017 and everyone is welcome. They had a question about Downtown Manitowoc's insurance and what it would cover. The insurance does cover any business that is a member of Downtown Manitowoc. The organization is looking to make it an annual event and their goal is to get people to come to the downtown area and celebrate art!

Finances: Treasurer Mecca reported that 44 members had paid their dues and 2 businesses have not paid their dues nor their publication invoice. Invoices for the Visitors Guide will be going out soon.

Evergleams on 8th: Has been a successful event with many people on the trolley from all over the US. There were people that knew a lot of history on the trees and many that worked on them. They still have spots for the weekend coming up. Books that were produced by Cathy Karl are still available at Heart and Homestead.

Ice on 8th: The Manitowoc Elks will be the sponsor of the event this event and will be coordinating the event with the help of others. Businesses will be receiving information on blocks of ice that will be available for purchase along with carver information.

City Update: One third through the Downtown Master Plan and there will be a public meeting in January to present it to the community. Parking Study is complete and has found a couple areas of concern. There is excess parking in the downtown area at this time and the lease on the public parking space South of the river was not renewed. Both studies are available on the City's website along with the Park Study. Citizens and businesses can go to the website to read all of them.

Progress Lakeshore: Lindsey Krause reported that the Employee Benefit Survey is complete and results will be coming at a Lunch and Learn that they will be sponsoring. Nominations for the Progress Lakeshore awards have been opened up at this time for their annual breakfast. They are also working with the downtown Master Plan study.

Chamber Update: Dash for Cash through the Chamber is going very well and Chamber Bucks are selling at a 17% increase over last year. Businesses are purchasing them for their employees.

Open Discussion: Balloon Glow is set for Friday, August 17, 2018 and we will be having the SubPub again.

Next meeting is scheduled for Wednesday January 10, 2018 at the Wisconsin Maritime Museum.

Meeting was adjourned at 9:30am.

Respectfully submitted,
Bonnie Timm, Recording Secretary