

**Village of Cambridge  
Economic Development Committee  
Amundson Community Center  
200 Spring St. Cambridge, WI 53523  
Monday January 16, 2023, 5:30 p.m.**

**Agenda**

1. Call to Order/Roll Call
2. Proof of Posting
3. Public Appearances/Citizen Input
4. Approval of Minutes from December 12, 2022
5. Old Business: Discussion and Possible Action Regarding:
  - a. Update on Welcome to Cambridge Signs and Easement
    - i. Discussion on West side sign location.
  - b. Review MSA Survey
  - c. Review 2023 ideas from last meeting and select 2-3 items for committee to pursue this year
6. Setting of next meeting date
7. Questions, Referrals to Staff or Future Agenda Items
8. Adjournment

**NOTE:**

1. Persons needing special accommodations should call 423-3712 at least 24 hours prior to the meeting.
2. A quorum of the Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village Trustees. No matters shall be considered by said Village Board members nor shall any action be taken by said Village Board members at this meeting.
3. More specific information about agenda items may be obtained by calling 423-3712.

# **VILLAGE OF CAMBRIDGE**

## **Policy of Decorum for Public Meetings**

The purpose of Policy of Decorum is to promote mutual respect, civility, and orderly conduct among elected and appointed Village officials, Village staff, and members of the public. This policy is not intended to deprive any person of his or her right to freedom of expression, but to promote, to the extent possible and reasonable, open dialogue and positive communications while discouraging intimidating, demeaning, volatile, hostile or aggressive actions. The Village expects locally elected and appointed officials and its employees to comply with this policy, and also seeks cooperation from members of the public.

The Village holds numerous public meetings, such as meetings of the Village Board and Village commissions, boards and committees. In order to safeguard participatory democracy in the Village of Cambridge, all elected officials, appointed officials and Village employees are expected to adhere to the following standards of conduct:

- Treat everyone with courtesy;
- Listen to others respectfully;
- Exercise self-control;
- Exercise honesty at all times;
- Give open-minded consideration to all viewpoints;
- Focus on the issues and avoid personalizing debate;
- Embrace respectful disagreement and dissent as democratic rights that are inherent components of an inclusive public process and tools for forging sound decisions;
- Allow board and commission members to speak without intimidation or interruption;
- Provide fair and equal treatment for all persons coming before Village bodies.

The Village requests that members of the public also exercise civility by following these guidelines during public meetings.

Whenever any disturbance or disorderly conduct shall occur in any of the meetings of the board, the president may cause the room to be cleared of all persons causing such disorderly conduct.  
VCO § 2.08.190.

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Monday December 12, 2022, 5:30 p.m.**

**MINUTES**

1. Call to Order/Roll Call Chairperson Hollenbeck called the meeting to order at 5:30 p.m. Members present: Paula Hollenbeck, Kayla Sipple, Kevin Mehringer, Christiane Laing, Chris Krueger. Others present: Chrissie Brynwood Deputy Administrator; Mark McNally, President. John Scott, Cyndi Shreve.
2. Proof of Posting-The Agenda was posted in the upper and lower levels of the Amundson Community Center, Cambridge Post Office, Hometown Bank, Badger Bank and the Village Website.
3. Public Appearances/Citizen Input-None
4. Approval of Minutes from November 14, 2022

*Commissioner Sipple made a motion to approve the minutes as approved, seconded by Commissioner Laing. Motion carried.*

5. Old Business: Discussion and Possible Action Regarding:
  - a. Vote for Chairperson. Chairperson Hollenbeck nominated Kayla Sipple to be chairperson of the Economic Development Committee. Commissioner Sipple nominated Paula Hollenbeck as chairperson of the Economic Development Committee. Chairperson Hollenbeck asked the commission members to vote. Chairperson Hollenbeck read the names and Kayla Sipple was appointed chairperson with a 4-1 vote. Chairperson Sipple accepted the title and thanked the commission and appreciates the faith that they have in her.
  - b. Update on Welcome to Cambridge Signs and Easement Chairperson Sipple mentioned she had good news that the signs were completed and going to be delivered in the next week. Signmaster wants the easement situations figured out before they come back to install. They want more clarification on if the signs are to be lit, add flowers and plants to the bottom approximately 3'. Commissioner Mehringer offered to store it at the bank. If Sign masters can't deliver would the DPW crew be able to pick them up. Commissioner Hollenbeck stated that yes, they could. Chairperson Sipple wants a timeline on the easement sign for Kwik Trip.

President McNally stated that can't be done at this time due to the developer is still waiting on issues and is at the mercy of the DOT etc.

- c. Kayla Sipple requests for fiscal agent- Chairperson Sipple is asking the Village to be the fiscal agent in the absence of the Chamber. She would like the village to hold a bank account and pay vendors etc. Attorney Landretti stated that the Village's role has the access to the Village's resources, and this is different with the downtown committee's chapter 2 of the Wisconsin State Statue states that the Village can't do this. Commissioner Kreuger mentioned that directing this to the Foundation would be a good one to utilize. Chairperson Sipple said she would take this information back to her group.
  
- d. Review survey. Link to survey- [surveymonkey.com/r/LakeMillsComp-Tabled](https://surveymonkey.com/r/LakeMillsComp-Tabled)
  
- e. Possibly review the Lake Mills By-Laws for their downtown area. Commissioner Mehringer stated he was not able to get the by-laws to review. He also mentioned that he hopes that they can re-establish a chamber in the future. They can recruit high school students. Both Commissioner Mehringer and Laing were on the Chamber before.
  
- f. Gather and make decisions for 2023 goals for the economic meeting.
  - 1. Review Commissioner Sipple's email regarding two approachable ideas from each member for a grand total of ten to work to accomplish. Commissioner Mehringer said he would like to reach out to the community, business visitation program and a collaboration of schools and businesses, display art in the downtown area businesses. Commissioner Kreuger mentioned placemaking- what is unique about Cambridge. The Lagoon ponds are used but need ideas on how to improve. Bring more trash receptacles out there. Commissioner Laing wants to strategically look for outside funding sources. She also stated Erin Welty would be a good resource to use. Chairperson Sipple wants to have funds placed in the 2024 budget for the commission to use. She stated that the businesses and the Village have a disconnect. That there is resentment toward the village. She is asking for access and dissemination, transparency these are issues as well as the website issues. She also mentioned that when they go and visit the business, she would like to have a script of what to say. They will research and create interview questions. Commissioner Hollenbeck would like to have a proper website, agrees with Commissioner Mehringer regarding art in the store fronts. Would like to develop a

walking tour and include a statue walking tour. Create a brochure on Cambridge. Better wayfinding signs. She also mentioned that she saves her stipend that she gets for attending meetings. She has in the past paid for residents' high-water bills. She would like to donate her monies to the Economic Development Commission. She doesn't do it for the money she likes to give back to the community.

2. Review implementation plan. Chairperson Sipple stated she will designate and tell staff who will do this and what will go on. She wants to improve dissemination by giving brief updates to board members and things that have happened attach to the outgoing tax bills. Sipple also said that she would like a place making initiative and to finish LBK park and have a community survey.
6. Setting of next meeting date January 16,2023 at 5:30pm
7. Questions, Referrals to Staff or Future Agenda Items- John Scott introduced himself and explained that he has been helping Treasurer Brynwood with updating the Village's Website. He has been trying to get google to see it. He continues to help with it.
8. Adjournment

*Commissioner Hollenbeck made a motion to adjourn the meeting, seconded by Commissioner Mehringer. Chairperson Sipple adjourned the meeting at 6:58 p.m. motion carried.*

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## Sample Survey Questions

1. What is your age
2. What gender do you identify with?
3. Which race/ethnicity do you identify with?
4. Describe your current household...
  - a. Single – no kids
  - b. Single with child(ren) under age 18
  - c. Roommates – no kids
  - d. Couple – no kids
  - e. Couple with child(ren) under age 18
  - f. Other (please specify)
5. What is your employment status?
  - a. Student (not working)
  - b. Stay at home parent
  - c. Unemployed
  - d. Retired
  - e. Employed FT
  - f. Employed PT
6. What is your household income?
7. Where do you live?
8. How long have you lived in Cambridge?
9. Do you rent or own your current home?
10. Overall, how do you rate the following?
  - a. Street trees
  - b. Walkability
  - c. Bikeability
  - d. Safety
  - e. Property Upkeep
  - f. Public space cleanliness
  - g. Access to downtown

11. Please rate the influence of the following factors in your decision to live in Cambridge...

- a. Safety/low crime
- b. Price/affordability
- c. Work
- d. Small-town character
- e. Family/friends
- f. Schools
- g. Recreation opportunities
- h. Shopping and/or entertainment

12. What type of residence would you be likely to consider if you move?

13. What size of residence would you likely seek if you move? (# of bedrooms)

14. What do you think about the following in Cambridge?

- a. Ownership/rental housing cost
- b. Ownership/rental housing supply/availability
- c. Ownership/rental housing quality

15. In order of preference, please rank the following issues the Village should prioritize over the next 10 years...

- a. Parks
- b. Recreational Programming
- c. Bike Trails
- d. Sidewalks
- e. Downtown streetscape
- f. New housing
- g. Rehabilitating existing housing/properties
- h. Yard waste disposal
- i. Trash collection
- j. Recycling services
- k. Senior services
- l. Public Safety
- m. Stormwater management
- n. Street repair/maintenance

## Christin Brynwood

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**From:** Kayla Sipple <kayla@sclandscapeswi.com>  
**Sent:** Friday, January 13, 2023 1:15 PM  
**To:** Christin Brynwood  
**Cc:** Paula hollenbeck  
**Subject:** Re: Please Review  
**Attachments:** Revised suggestions for 1.16.2023 Economic Development Committee.pdf; EDC Ideas for 2023.pdf

Hi Chrissie,

I made two minor revisions to the agenda. Please see attached.

1. I would like to have a discussion on the welcome signs west side location. At the last meeting it was discussed that the installation will depend on the status of construction with the new Kwik Trip location. I would like to consider exploring (or at least having a discussion) about potentially moving the location to the bike path side of the road. We had some discussions about land on that side of the street no longer being village-owned but I am wondering what would be stopping us from approaching the land owner(s) with an easement proposal. I think waiting for the Kwik Trip/intersection construction to work itself out could delay the sign installation for another year if not longer. What about the section circled in red (excuse my drawing skills!) right alongside the bike path?



2. I just updated some wording for clarity about the EDC 2023 goals. I'd like to select 2-3 items from the list of 10+ ideas we compiled during the last meeting. Can you please include the attached document ("EDC ideas for 2023") in the packet? This outlines the list of 17 ideas that we came up with last meeting.

Thank you!



**Summary of EDC Ideas for 2023  
Dec. 12, 2022**

**OVERVIEW**

1. Create sales pitch for Cambridge and/or marketing initiative(s) for Cambridge
2. Business retention and expansion visits (BREV)
3. Collaboration with businesses and elementary school art department
4. Capitalize on existing placemaking assets and initiatives
5. Linda Begley Korth Park
6. Identify external funding sources for EDC
7. Community survey
8. Explore *Main Street America Program* by National Main Street Center
9. Cambridge website
10. Walking tour(s) in Cambridge
11. Cambridge Brochure and/or magazine
12. Capital improvements and/or capital improvement plan
13. Installation of welcome signs
14. Improve access and dissemination of information to public
15. Wayfinding signs (restrooms, parking)
16. SWOT analysis

**ADDITIONAL DETAILS**

**Kevin Mehringer**

- **Create sales pitch for Cambridge**
  - Examples from ED 101 for Local Leaders workshop discussed; Previous tagline “Do a Day of Play” discussed
  - May involve reaching out to community for assistance with wordsmithing
  - For sales pitch to be effective, it should be embraced and actively incorporated into messaging
- **Business visitation program**
  - From ED 101 for Local Leaders: business retention and expansion visits (BREV)
- **Collaboration with businesses and elementary school art department**
  - Proposal for collaboration where elementary school artwork can be displayed inside area businesses or on exterior facing windows

## Chris Krueger

- **Capitalizing on Cambridge's existing placemaking assets and initiatives**
  - Fishing ponds: Unsure if adequate population of fish exist in ponds; perhaps an opportunity exists for us to bolster population. Cops and Bobbers event was discussed.
  - Identifying additional ways for us to improve and support this community asset, such as adding trash receptacles, etc. Benches and walking paths already exist in the area, so this may be a good location to continue improvements
- **Linda Begley Korth Park**
  - Improvements to this park might include benches, trash receptacles, dog waste receptacles, etc.

## Christianne Laing

- **Identify funding sources for EDC**
  - Continue to target and apply for third-party sources of funding and grants for committee in lieu of dedicated village funding
- **Community survey**
  - Create and distribute community survey. This could be done in conjunction with the new Smart Growth Plan.
- **Main Street America Program by National Main Street Center**
  - This was looked into previously but not acted upon; maybe we could not qualify? Perhaps this is worth giving a second look. Erin Welty is the point of contact for the Wisconsin Main Street Program.

## Paula Hollenbeck

- **Business visitor program**
  - From ED 101 for Local Leaders: business retention and expansion visits (BREV)
- **Cambridge website**
  - Both the Village of Cambridge website and a tourism and/or business-focused website were discussed. The Village website will be undergoing improvements in 2023. John Scott Media's revision of VisitCambridgeWI.com was discussed.
- **Storefronts displaying artwork from local children**
  - Idea similar to what was previously discussed during Kevin's contributions
- **Walking tour in Cambridge**

- Is there a way to develop a walking tour of Cambridge that might include historical buildings, artifacts and pottery statues? A selfie station attraction similar to an example provided during ED 101 for Local Leaders workshop was discussed.
- Logistically, a QR code could pull up an online map guiding tourists.
- Eventually, this idea could be expanded to include additional geographic areas and content. Main Street is now accessible to the Vineyards neighborhood and distillery with the recent pathway addition.
- **Cambridge brochure or magazine**
  - Carol Sapienza is the board secretary of the Jefferson County Tourism Council and represents Cambridge and Oakland on the board. Carol has been a very active supporter of the area and is helpful with media publication. EDC might consider making her an honorary member.
- **Capital improvements**
  - We do not have a capital improvement plan but need one. What kinds of capital improvements might be helpful from an economic development perspective?
    - Improving LBK park
    - Improving and/or adding a skate or bike park
    - Wayfinding signs: public restrooms and public parking
  - Paula has graciously donated her village stipend to EDC. The committee will receive approx. \$250 per quarter.

**Kayla Sipple**

*Due to time constraints, Kayla did not present all information at the last EDC meeting. Because of this, please see additional details below.*

- **Business retention and expansion visits (BREV)**
  - Proposal to conduct 12 visits per year. Action steps:
    - 1. Determine who should go on these visits and/or alternate scheduling for committee members to attend
    - 2. Compile a list of every business in Cambridge with contact information
    - 3. Consider what information should be extracted from these visits; consider the goal(s) of visits
    - 4. Research and create a list of interview questions
    - 5. Contact businesses and begin scheduling visits
- **Installation of Welcome to Cambridge signs**
  - Finalize easement for Lake Ripley Country Club property

- Revisit location on West side of town; instead of waiting for TID 6 and Kwik Trip project to start, can an easement be considered on winery/vineyard property as previously discussed?
- **Improve access and dissemination of information to the public**
  - 1. Village website: It sounds like improvements are scheduled for 2023.
  - 2. Village Facebook page: Many other municipalities have a government Facebook page. Action items:
    - Gain access to Kris Breunig's old Public Works Facebook page as it already has traction and followers.
    - Designate 1-2 people to manage the page. If no one exists, consider contracting to John Scott Media.
    - Determine what updates are relevant and should be shared: meeting minutes, village notices, public works updates, etc.
    - Determine a code of conduct for the page – many municipalities do not use Facebook as an engagement tool. Instead, they only respond to comments and messages with basic information, rather than engaging with comments and messages. The page is typically just used as a point of access to information.
    - Consider creating a template response to comment when users have a question that cannot be addressed via Facebook.
  - 3. Annual or semi-annual community newsletter
    - This could include a short bio about elected officials, their priorities and/or accomplishments for the year. It could also include a brief update from each committee about what they've worked on for the year. Constituents have a desire to hear from their leaders and want to know what is going on. In the absence of adequate, quality newspaper coverage, this could be a tool to help shape the marketing message for Cambridge. It could go out with annual tax bills. Action items:
      - Determine frequency of publication
      - Assign one person (or committee) to oversee creation
      - Person or committee to determine all sections that should be included and layout of information
      - Person or committee to create template or questionnaire to send out to those who will be quoted for feedback/information to be included in newsletter
- **Placemaking initiatives**
  - LBK Park
  - Wayfinding signs: public restrooms and public parking
- **Community survey and/or SWOT analysis**

- Action items for community survey:
  - Brainstorm what information and feedback we are seeking from a community survey
  - Revisit past community survey and surveys from other communities
  - Ask for guidance from MSA/Plan Commission
- Action items for SWOT analysis:
  - Determine if budget allows for professional analysis
  - If not, ask EDC members to fill out a basic SWOT worksheet and bring back to future meeting
  - Discuss worksheet findings, move forward based on feedback
- **Marketing and brand awareness initiatives**
  - Improve the village's online presence
  - Identify a unified marketing message or marketing strategy for community
  - Identify one thing or trend we can use to market the village
    - Example at ED 101 for Local Leaders workshop about a community and their selfie station. What about emphasizing our building murals around town?
  - Talent attraction marketing initiative:
    - <https://wedc.org/marketing/>
    - <https://www.nbc15.com/2022/10/24/wedc-grant-fund-workforce-housing-project-beaver-dam/>