

How can the Downtown Exploratory Committee best contribute to the success and improvement of the Downtown?

Downtown Exploratory Committee, 5.19.16

After reviewing the meeting materials from last time, the committee heard from Dyann Benson, City of Fond du Lac and Amy Hansen, Downtown Fond du Lac Partnership (DFP) about past and present efforts to improve the Downtown. The committee members asked questions and then thought about how they could best contribute. The following ideas will provide an outline for work at the June meeting.

Promote and Foster Ideas – “Ideas”

- Create a sense of urgency
- Cost effective ideas
- Lots of exciting ideas: outside the box
- Increase Access to Main: not using Macy/Marr
- Make downtown a destination
- Ideas that develop downtown to full potential

Define and create and build landmarks – “Landmark”

- Create “Arch” over Main (Entrance)
- Develop a theme/Focal Point/Landmark for downtown
- Define the Fond du Lac Brand

Promote Innovation – “Involvement”

- Challenge and Educate the Community to get them involved
- Encourage Change vs. “the norm”
- Listen to the community
- Stop doing business as usual
- Phased in approach – Some Easy, Some Hard

Create Gathering Places – “Gathering”

- Make more public places available
- Promote outside seating on Main Street
- Suggest changes that include outdoor dining

Implement Strategy – “Strategy”

- City buy “White Elephants” and sell to developer
- Share knowledge and experience
- Strategy driven plan
- List of needed shops

Creating Activities – “Activities”

- More family friendly activities
- Pick up festivals dropped by others
- Obtainable Ideas including Community Involvement – Art/Street/Festivals (Short-term affordable)

Leading Change – “Change”

- Mentor other successes
- Benchmark other cities
- Open to change
- Provide realistic ideas