DEC PROCESS

- ASSESSMENT:
  - Who are DEC members
  - What do you want from this process?
  - How will you work together?
  - Tour of the Downtown
- ISSUE FRAMING
  - Powerful Questions about the Downtown
    - Two Main Questions
      - How do we make Downtown a welcoming destination for diverse users 24/7/365?
      - How do we define our identity using the assets we already have? *"How do we Fond do it Downtown?"*
    - Promote & Foster Ideas
    - Define, Create, & Build Landmarks
    - Promote Innovation
    - Create Gathering Places
    - Implement Strategy
- COMMITTEE CHECK-IN WITH FACILITATOR
- DETAILING RECOMMENDATIONS
  - Support New Residential Development (1.5)
    - Define a finish line
    - Assessment
    - Promote ideas & feasibility to property owners
    - Promote Condo Platting
  - Targeted Redevelopment of Priority/Opportunity Properties (1.4)
    - Asthethic
    - Vacancy
    - 24/7
    - Create Desired Uses
    - Draw
  - **How can we further invest in cultural experiences and events in the Downtown?**
    - Art
    - Draw/Experience
    - Events/Entertainment
    - Aesthetic
    - Cultural
- PRESENT TO CITY COUNCIL
- LEARNING:
  - DFP Director
  - City of FDL Development Director
  - WEDC - WI Main St. Program
  - DFP Board Members
  - How Can DEC Best Contribute?
    - Promote & Foster Ideas
    - Define, create, & build landmarks
    - Promote innovation
    - Create gathering places
    - Implement Strategy
    - Create Activities
    - Lead Change
- DFP MARKET ANALYSIS REVIEW
- DECISION TO SUPPORT DFP MARKET ANALYSIS & SUPPORT SPECIFIC RECOMMENDATIONS WITH MORE DETAIL
  - Support New Residential Development (1.5)
    - Additional Detail Added
    - Tool: Building Improvement Incentive Programs (2.2)
    - Tool: Implement a Business Expansion Incentive Program (1.8)
  - Targeted Redevelopment of Priority/Opportunity Properties (1.4)
    - Additional Detail Added
  - **How can we further invest in cultural experiences and events in the Downtown?**
    - Additional Detail Added
    - Further Investment in the Arts & Entertainment District (1.10)
    - Improved Landscaping & Streetscape Amenities (2.12)
    - Photo Opportunities (3.5)
    - Temporary Interactive Amenities (3.3)
    - Public Art (2.13)
- REPORT WRITING