

Issue Framing

Downtown Exploratory Committee, 7.21.16

Using the ideas generated during the May meeting, the committee members broke into groups to describe the issues in more detail, framing it as a question with more than one answer and describing potential solutions when the question is asked that way.

Below is an overview of these small group discussions: the listing of the ideas generated in May and the strategic issue questions drafted by committee members at this meeting. These are drafts that will be further refined in future meetings.

Starting Idea Set <i>(from May)</i>	Draft Strategic Issue Questions	Possible Solution Space <i>(where noted in the committee's conversation)</i>
<p>Promote and Foster Ideas – “Ideas” <i>(Phil, Carlos, & Scott)</i></p> <ul style="list-style-type: none"> • 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 	<p>A. How do we make downtown a destination?</p> <p style="padding-left: 20px;">a. How can we make it more attractive <i>(on all sides of the buildings – not just the main storefront)</i>.</p>	<ul style="list-style-type: none"> • Tear down identified buildings that have been vacant for 3-5 years and are not cost effective to remodel or upgrade. <ul style="list-style-type: none"> ○ Develop criteria for this ○ Define what to do with the spaces instead. ○ Have a clear understanding of how long that will take.
<p>Define and create and build landmarks – “Landmark” <i>(Ann, Dave, Sarah E.)</i></p> <ul style="list-style-type: none"> • Create “Arch” over Main (Entrance) • Develop a theme/Focal Point/Landmark for downtown • Define the Fond du Lac Brand 	<p>A. How do you promote the Downtown to new and different audiences?</p> <p>B. How do we promote the Downtown as a Historic destination?</p> <p>C. How to make the downtown more welcoming (24/7)?</p>	<ul style="list-style-type: none"> • Promotional brochures like other communities do (in print). • Focus on the Retlaw

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<p>Promote Innovation – “Involvement” <i>(Sarah C., Mandi)</i></p> <ul style="list-style-type: none"> • 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 	<p>A. What is the crime rate for downtown in the daytime and nighttime?</p> <p>B. Why isn’t there more nightlife after 10pm? <i>(events listing? DFP calendar?)</i></p> <p>C. How to get more positive media coverage?</p> <p>D. How do we make downtown appealing to get community involvement, a truly welcoming community?</p>	
<p>Create Gathering Places – “Gathering” <i>(Sarah S., Sadie, Joe, & Karri)</i></p> <ul style="list-style-type: none"> • Make more public places available • Promote outside seating on Main Street • Suggest changes that include outdoor dining 	<p>A. How can we utilize downtown parks? <i>(Riverwalk area too?)</i></p> <p>B. Why aren’t people using parks now? <i>(vandalism?)</i></p> <p>C. How can we create more outdoor dining space?</p>	<ul style="list-style-type: none"> • Could the sidewalks be expanded? • Could we make dining areas in parking spaces? <p>Note: Normal benches aren’t family friendly.</p> <p>Existing Parks: The Loop, Veteran’s Park, Hamilton Park, Nielsen Plaza, Pocket Park</p>
<p>Implement Strategy – “Strategy” <i>(Sarah V.B., Christine, Sam)</i></p> <ul style="list-style-type: none"> • City buy “White Elephants” and sell to developer • Share knowledge and experience • Strategy driven plan • List of needed shops 	<p>A. What to do with all the vacant properties?</p> <p>B. What type of retail and activities would bring you downtown?</p>	<ul style="list-style-type: none"> • Host a familiarization tour of available buildings. Ask participants what their or their clients’ perceptions of downtown are.

These areas below were not a focus of any sub-group discussion at the July meeting. A small group of volunteers will be consolidating the above information for use in August and will address whether these topics were adequately represented in the above discussions or need more attention.

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