

What Will You Need?

Downtown Exploratory Committee, 4.21.15

Committee members thought about where they want to start the discussions about downtown, what resources they'd like to have along the way in terms of data, site visits, or guest speakers, and how they will know if this process is a success. The following wish lists were created.

Starting Points of Interest

- Identify “Easy wins”; things you can do right away
- Talk to police
- Facades (“false front image”)
- Narrow the focus
- Change management; get people involved with what’s happening
 - invite community
- Geographic discussion to determine scope.....

Resources for the Future

People

- Commonwealth LLC (Louie Lange)
- Speaker WEDC/Main Street Program
- Andy Dumke from Oshkosh – developer
- EDC/IGNITE/how does biz work?
- “Vibrant community” leader/Wausau/Racine/Kenosha
- Field Trip to place similar
- Police re: crime & drugs
- Lesley Manowske – Leadership ideas
- Convention & Visitors Bureau and Fond du Lac Festivals regarding events happening

Existing Data & Reports

- Downtown Fond du Lac Partnership façade improvement programs
 - Who applied
 - Why rejected
- City Codes to review and suggest revisions
- City Long range downtown plan
- Stats on 2nd Floor housing in the downtown
- Demographics for City & County
- DFP Surveys – See them
- Parking Revenue
- BID Tax Roll (annual)

- Map with vacancies and age of vacancies

Frameworks & Processes

- Motorola's 5 whys
- Disney's Stereotype Model
- Triple Bottom Line:
 - Dr. Steven Dunn
 - Built Environment Information, LEED, etc.
- Envisions Brand of Fond du Lac
 - -Synopsis and Recap

This Process Will Be a Success If...

- Achievable solutions and goals given to City Council.
- A statement that defines what Fond du Lac will be known for...
- We are open minded, not prejudiced, in our work.
- We're happy with the final report.

Outcomes of this process visible over the next 2-15 years:

- The Downtown is attractive to all generations 24/7.
- Negative perceptions of Downtown are changing.
- The City invests financially.
- The private sector invests financially.
- One thing recommended by the committee comes to fruition.
- Downtown looks more vibrant.
- There are more activities at all cost levels.
- There is a developed gathering space.