

Issue Framing Follow Up

Downtown Exploratory Sub-Committee Discussion, 7.29.16

Scott K., Ann S., and Sarah V.B. met with Diana on July 29th. They condensed the full list of Issue Framing Questions into two as listed below, shown with the issues (identified by the whole group in May) they encompass.

How do we make Downtown a welcoming destination for diverse users 24/7/365?

- **Promote and Foster Ideas:**
 - How do we make Downtown a destination?
- **Define, Create, and Build Landmarks:**
 - How do you promote the Downtown to new and different audiences?
 - How to make the Downtown more welcoming?
- **Promote Innovation:**
 - What is the crime rate for Downtown in the daytime and nighttime?
 - Why isn't there more nightlife after 10pm?
 - How do we make Downtown appealing to get community involvement, a truly welcoming community?

Discussion Notes:

- Responses to this question can address safety, gathering places, attractions for a variety of users (ex: seniors, families, young people, Marian nursing students, etc.). We want all visitors in the Downtown to find something they like there. We understand that "something" will be different for each person.

How do we define our identity using the assets we already have?

- **Implement Strategy:**
 - What to do with all the vacant properties?
 - What type of retail and activities would bring you downtown?
- **Gathering Places:**
 - How can we utilize Downtown parks? (Riverwalk area too)
 - Why aren't people using parks now?
 - How can we create more outdoor dining space?
- **Promote Innovation:**
 - How to get more positive media coverage?
 - How can we make it more attractive (on all sides of the buildings – not just the main storefront).

Discussion Notes:

- We believe there are a number of positive things about Fond du Lac that people mostly agree on and enjoy doing here: fishing, biking, boating, enjoying the outdoors, Lakeside Park, etc.
- These common enjoyable activities are assets that can be built on in the Downtown.
- What happens in the Downtown will create ripples that impact the whole community.
- Responses to this question could:

- Reflect on what's already here that we love. (Ex: Lakeside Park, The Loop/Wild Goose trails for biking, fishing, arts, etc.)
- Reflect on what people love about the Fond du Lac of their past and what it will mean to have those same feelings or do similar activities in a new time. (Ex: The old movie theater is gone, but is there a way to still watch movies in the downtown with family?)
- Reflect on the Lighthouse as a popular yet dated image for the City. What does the lighthouse represent and how could it be redefined for "a new Fond du Lac?"
- Consider what a "think shift" or new paradigm is that we need to carry us into the future.
- Consider how to connect the momentum occurring with changes to Lakeside Park into the Downtown.
- Reflect on the Downtown Fond du Lac Partnership branding of "C'mon In" and answer it more specifically: C'mon in to ____ (fill in the blank). What are we inviting people to come in to?
- Address the historical nature of the Downtown, gathering places, and parks/green space.