

Group 2 -Innovative Ideas to Fill Vacant Storefronts

Facilitator – Anita Olsen, Scribe – Aaron Jensen

Session #1:

Attendees – both sessions

Aaron Jensen

Mike Boldt

Jim King

Brenda Wenberg

Mark Maglior

Wendy Wolfe

a young mother--?? from Waupaca--wants interactive three generation experiences

Assets:

- Danes Home
- Historic buildings on Main Street

Comments:

- Lack of traffic to North Main St.
- There are 9 empty storefronts on North Main, there is only one empty storefront on South Main
 - How to help...
 - Implement signage off of corner stores
 - Install sign at the Granite St./Hwy49 Intersection leading people to the North end of Main St so they can follow the entire length of the street.
 - Increased attractions
 - Restaurant on North Main
 - Attraction in a public space on North Main
 - Incentivize possible investors in our community to assist in filling vacant storefronts and help retain business.

- Provide awareness of what incentives might exist.
- the experiences folks are looking for were suggested to be multi-generational.

Goal:

Incentivize filling empty storefronts with tax incentives for the possible business owners throughout the downtown area.

Increase signage and communication with all users of Main Street to better reflect what is offered. Innovative Ideas to Fill Vacant Storefronts

Session 2

Attendees

Assets:

- Danes Home

Comments:

- Lack of traffic flow to N Main Street
- Lack of variety of shops throughout Main St.
 - Some possible needs include...
 - Yoga Studio
 - More restaurants/diners
 - Ice Cream Shop
 - MENS CLOTHING STORE
 - Renovating the Danes Home
 - New children's clothing store
- Can we contact bigger businesses in the valley for possible expansion into the Waupaca Area to fill a downtown storefront?
- Customers want to be a part of an experience in the downtown area

Goal:

Work with the stakeholders to collaborate on how we can create an “experience” for the consumers inside and outside of our storefronts.