

## Group 5 Building a Vibrant Creative Economy

Facilitator – Linda Begley-Korth    Scribe – Mitch Swenson

### Attendees Session 1

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John Gusmer	715 258 2685	<a href="mailto:jgusmer@charter.net">jgusmer@charter.net</a>
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Mark Maglior		<a href="mailto:mmaglor@sbcglobal.net">mmaglor@sbcglobal.net</a>

Interesting place for people to visit – tourism community, artistic, interesting

In process – Art Council/art weekend/summer concerts  
Focus on what's artistic – poetry, all genres

City vs lakes division – people come because of Chain

Country Club / price of admission

Creativity with the arts

Bandstand

Longtime people on Lakes embrace community

A new agenda with some new people

Waupaca Draw – an oasis

We have to deal with change – how do we reach out?

If weather is bad, Lakes people come downtown

Chain people have money

Arts on the Square

Little Fat Gretchens – supports local art in café

Fulton/Union Street easy to block off for events

Need more opportunities for events

North Main Street doesn't get the flow – need more people here

2 different periods of tourism – 3 months in summer and rest of year

Spudder mini open – Main Street closed all day

Some businesses may have been hurt by having that closed all day

Girlfriends weekends – a positive

We have a beautiful Main Street – there’s a lot going on in Waupaca – Blues fest, Wednesday WAGS

Not have local businesses compete against each other (i.e. music on holidays)

Is the downtown welcoming to Lake people?

Surveys – what can we do to be more welcoming?

WEDC might be helpful with surveys

More activities for small kids brings younger families out to events

How to reach out – more info and links on internet

Better communication of events to calendars and outlets – How?

### **Goal session 1**

We need to be more welcoming. There needs to be a better collaboration between “the Chain O Lakes “ people with the downtown businesses and events. There needs to be better communication from events coordinators to Waupaca on line, newsprint and radio medias

### Attendees Session 2

Peg Burington (Library)	715 467 1599	<a href="mailto:pburingt@mail.owls.lib.wi.us">pburingt@mail.owls.lib.wi.us</a>
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Start marketing our town as an Arts town and not as a lakes town

New city log to define us as a creative community

Brand everything with an arts theme

Confusion of different groups in the Waupaca area – Community Arts Center, Arts Board, Fine Arts Festival – other groups, library, Historical Society, Winchester

Market as a thriving Waupaca arts community

A lot of stores sell original art – plus Union St Emporium

One flyer – Where's the art – the organizations, the galleries, the diverse stores and other venues

Need to have a product people want to buy

Creating a desire . . . adding jobs

A peaceful environment combining food, wine, art, shopping

Could have Where's Waldo type hunt – have to get people in stores

Creating a feeling/vibe for art

Live Art Loud Waupaca events

Waupaca performance camps

More communication between groups

Monthly meetings for reps from each group

Mission statement – what are we here for? Come to a common vehicle for moving forward

Listen to everyone brings “buy-in”

How do you build a broader base of volunteers

## **Goals session 2**

Recreate this evening (summit) with all/groups entities/involved. Better communication between groups and come to a common vehicle for moving forward. Create desire for people to come to this area