Downtown Revitalization Subcommitee

Tuesday, September 3, 2019 @ 6:00 p.m.

Location: Hall of Fame Room in Stoughton's Old City Hall (381 E. Main St.)

Members present: Phil Caravello, Joe Crubaugh, Denise Duranczyk, Sharon Mason-Boersma, Peter McMasters, Alan Sheets, Jamae Ramsden

Call to Order – made by Denise D.

Old Business – a motion was made to accept the minutes for the Downtown Revitalization Subcommittee meeting of August 6, 2019 by Phil C.; seconded by Denise D. – motion was carried.

Discussion was made for the disbursement of the Market Survey post cards to downtown business owners, City Hall, the Senior Center, and Library. Denise encouraged all Subcommittee members to make an earnest effort to provide information to the general public, both residents and nonresidents of Stoughton about taking the Market Survey. In September, performances at the Stoughton Opera House will also be a location for disbursement of the Market Survey information as well as the two local Farmer's Markets. Additionally, later in the month, the Art Walk was mentioned as a possible location for the disbursement of the Market Survey as well as Eugster's Farm in rural Stoughton. Local financial institutions will also be contacted for providing the Market Survey post cards to its customers. At the time of this meeting, 662 surveys had been completed; 1000 is the favorable goal.

Hard copies of the Market Survey were encouraged to be provided at the locations of the Stoughton Senior Center and Stoughton Library. Denise will follow up with J. Blue, Ayres Associates, about securing hard copies of the Market Survey. She will also contact staff of the HUB to request news coverage of this information.

Discussion was made about the First Public Input Meeting to be held at 5-8 p.m. on October 1, 2019 at Lageret. The First Public Input Meeting, open to the public, will present information at 4 stations about what vision the public would like to see for downtown Stoughton related to: values, events, visitor's center & public facilities, art and gateway, parks & open space,

business and dining, and general parking areas. The public will then be asked to use colored dots and sticky notes to designate their opinions and responses at each station. A 5th station will also be set up with 1-2 computers on site for people to take the Market Survey if they have not yet done so.

Discussion was made for a tentative future meeting schedule with Ayres Associates and the Subcommittee: November; possibly December 3rd; February, 2020; and March, 2020.

Next Meeting: Tuesday, October 1, 2019 – First Public Input Meeting @ Lageret.
Notion to Adjourn – Sharon M-B made a motion to adjourn the meeting; Phil C. seconded the motion. Motion was carried.

Minutes written by Sharon Mason-Boersma