
Small Town Downtown Forums - 2012

Final Report

Wisconsin Economic Development Corporation
United States Department of Agriculture – Rural Development
Wisconsin Downtown Action Council
University of Wisconsin Extension
Wisconsin Rural Partners

Greenwood, Clark County, Wisconsin – August 14, 2012
Hosted by Sheila Nyberg, Clark County Economic Development Corporation and Tourism Bureau

Juneau, Dodge County, Wisconsin – August 15, 2012
Hosted by Jeff Hoffman, Dodge County Extension

Three Lakes, Oneida County, Wisconsin – August 16, 2012
Hosted by Don Sidlowski, Town of Three Lakes



Small Town Downtown Forums were coordinated by Wisconsin Rural Partners, Inc.

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Financial support provided by University of Wisconsin – Extension and the Wisconsin Economic Development Corporation

Narrative

Small Town Downtown Forums is a multi-agency, collaborative effort designed to assist small communities. Small towns have different problems and needs than larger communities. And they approach things differently, too. The Small Town Downtown Forums were developed to create a dialog amongst small town leaders to give them a chance to learn from each other through case studies, roundtables and discussion groups. The Forums were regional, so the leaders formed networks with their neighboring communities as they participated.

A number of state and regional resource people also assisted, as speakers/discussion leaders and roundtable facilitators. Agencies and non-profits participated in a segment at the end each Forum to introduce their organization's services and how to access them. Some organizations had their regional staff present, which was an effective way to introduce themselves to scores of constituent leaders.

The target audience for the Forums was community leaders, elected officials, business leaders and volunteers in places with 1,500 or fewer residents, although representatives of larger communities were welcome and many attended. The takeaways anticipated for participants were: 1) New business development ideas, 2) Connect people/contacts that have the same issues, 3) Learn how to make your small size an advantage, 4) Identify a project to rally around, and 5) How to tap into new volunteer pools.

Planning was done collaboratively by a team representing partner organizations. The team developed the 2012 Forum program based on evaluations of the two Forums held in 2010 in Tigerton and Shullsburg. Care was taken to develop a program with a balance between participant dialogue and presentations.

Small Town Downtown Forum Planning Team members:

Bill Pinkovitz Bill Ryan	University of Wisconsin - Extension
Rick Rolfsmeyer Dennis Deery	Wisconsin Rural Partners
Tim Anderson	Wisconsin Downtown Action Council
Carol Wetuski	United State Department of Agriculture – Rural Development
Jim Engel JD Milburn Catherine Dunlap	Wisconsin Economic Development Corporation

The same basic agenda was used at all three Forums, the only difference being that one Forum had two Community Case Studies and the other two had one case study.

Agenda

- | | |
|----------|---|
| 12:30 pm | Opening Remarks and Welcome |
| 12:35 pm | Building 21 st Century Communities |
| 12:45 pm | Community Case Study |
| 1:15 pm | Presentation/Discussion: <u>“Cleaning Up Your Downtown”</u> |
| 1:45 pm | Presentation/Discussion: <u>“Using Social Media to Market Your Downtown”</u> |
| 2:15 pm | Break |
| 2:30 pm | Roundtable discussion sessions, first round |
| | <ul style="list-style-type: none">• The Creative Economy and Your Downtown• Capturing the Local Foods Movement to Benefit Your Downtown• Developing Leadership in Small Towns/Managing Collaboration• The First Impression of Your Community: Improving Entrances to Town• How to Fund Community Projects• Using Events to Make Money• Market Analysis Work Session |
| 3:15 pm | Repeat Roundtable sessions |
| 4:00 pm | Resources Available to Small Towns – agencies and organizations |
| 4:55 pm | Closing Remarks |
| 5:00 pm | Adjourn |

Forum welcome and closing comments
Jim Engel, Wisconsin Economic Development Corporation

Call to Action: Building 21st Century Communities
Carol Wetuski, USDA-RD

Presentation and Discussion Leaders
Dennis Deery, Irish Rose Consulting - “Using Social Media to Market Your Downtown”
Gary Becker, Vierbicher, Inc. and Wisconsin Local Government Institute - “Cleaning Up Your Downtown”

Roundtable Facilitators

<i>The Creative Economy and Your Downtown</i>	<i>Anne Katz</i>
<i>Capturing the Local Foods Movement to Benefit Your Downtown</i>	<i>Margaret Bau Matt Zoschke</i>
<i>Developing Leadership in Small Towns and Managing Collaboration</i>	<i>Gary Becker Dennis Deery</i>
<i>First Impressions of Your Community: Improving Entrances to Town</i>	<i>Greg Tebon Jeff Hoffman Kelly Haverkamp</i>
<i>Using Events to Make Money</i>	<i>Louise Bentley Sue Bessert Pattie Carroll</i>
<i>How to Fund Community Projects</i>	<i>Rick Rolfsmeyer</i>
<i>Market Analysis Work Session</i>	<i>Bill Ryan</i>

Resources Available to Small Towns Presenters

<i>Naletta Burr Jenny Kuderer</i>	<i>Wisconsin Economic Development Corporation</i>
<i>Sarah Fischer David Spiegelberger Drew Nusbaum</i>	<i>Wisconsin Department of Tourism</i>
<i>Sue Bessert</i>	<i>Wisconsin Downtown Action Council</i>
<i>Anne Katz</i>	<i>Arts Wisconsin, Wisconsin Arts Board, Wisconsin Humanities Council</i>
<i>Carol Wetuski</i>	<i>USDA Rural Development</i>
<i>Diane Schobert</i>	<i>Forward Community Investments</i>
<i>Arlene Scalzo Deby Dehn</i>	<i>Wisconsin Housing and Economic Development Authority</i>

Community Case Studies

*Neshkoro Enhancement Committee
Greenwood Citizens Streetscape Project
Downtowns Facades of Clark County
Town of Three Lakes*

Forum attendance was excellent at all three sites, and reached maximum capacity at two locations. Many, if not most, attendees were representatives of small governmental bodies. Registered attendance was: Clark County – 53; Dodge County – 42; Oneida County – 53.

Evaluations comments were quite positive, indicating that all three Forums were successful. (See page 16 for complete evaluations.)

Overall quality of Forum, percent responses excellent and very good	
Clark County	92%
Dodge County	100%
Oneida County	100%

Percent responding excellent or very good to question: In terms of expanding your personal knowledge, how valuable was the Forum to you?	
All three Forums	84%

Quality of speakers and resource people, percent responses excellent and very good	
Clark County	84%
Dodge County	89%
Oneida County	78%

“(I) found it to be worthwhile and invigorating. Met others who work in their communities and made some contacts which we can partner with. Appreciate all the handouts with all the resources. Just what the doctor ordered – please do this again in the future. Thank you.”

Thanks to USDA Rural Development for brochure production and developing the forum packets.

Forum publicity was done by participating organizations. Thanks as well to the Wisconsin Department of Agriculture, Trade and Consumer Protection for their help.

Registration volunteer: Marilyn Rolfsmeyer

Online registration courtesy of Wisconsin Downtown Action Council, thanks to Brian Fukuda.

Small Town Downtown Forums 2012

August 15th, Juneau, Dodge County

Agenda

- 12:30 pm Opening Remarks and Welcome – Jim Engle, Wisconsin Economic Development Corporation
- 12:35 pm Building 21st Century Communities ---- Carol Wetuski, USDA – Rural Development
- 12:45 pm Community Case Study – Neshkoro Enhancement Committee
- 1:15 pm Presentation/Discussion: “Cleaning Up Your Downtown” – Gary Becker, Vierbicher, Inc. and Wisconsin Local Government Institute.
- 1:45 pm Presentation/Discussion: “Using Social Media to Market Your Downtown” - Dennis Deery, Irish Rose Consulting
- 2:15 pm Break
- 2:30 pm Roundtable discussion sessions, first round
- The Creative Economy and Your Downtown
 - Capturing the Local Foods Movement to Benefit Your Downtown
 - Developing Leadership in Small Towns/Managing Collaboration
 - The First Impression of Your Community: Improving Entrances to Town
 - How to Fund Community Projects
 - Using Events to Make Money
 - Market Analysis Work Session
- 3:15 pm Repeat Roundtable sessions
- 4:00 pm Resources Available to Small Towns
- 4:55 pm Closing Remarks – Jim Engle
- 5:00 pm Adjourn

Acknowledgements

Small Town Downtown Forums are brought to you by the following organizations:

- USDA Rural Development
- Wisconsin Economic Development Corporation
- Wisconsin Downtown Action Council
- University of Wisconsin-Extension
- Wisconsin Rural Partners, Inc.

Planning Committee: Carol Wetuski, J.D. Milburn, Jim Engel, Catherine Dunlap, Rick Rolfsmeyer, Bill Pinkovitz, Bill Ryan, Tim Anderson

Thanks to host site representatives: Don Sidlowski, Three Lakes, Jeff Hoffman, Juneau and Sheila Nyberg, Greenwood

Thanks to everyone who served as speakers, facilitators and resource people and to our great Case Study community models.

Special thanks to the University of Wisconsin – Extension and Wisconsin Economic Development Corporation for funding.



Let's Talk Business.

Follow-up

Does your community want to follow-up on anything you've heard or learned today? Need more information or want to make a connection?

Contact Rick Rolfsmeyer, Wisconsin Rural Partners, ricky@wirural.org or 608-967-2322

Small Town Downtown Forums 2012

Clark County (Greenwood, August 14th), and Oneida County (Three Lakes - August 16th)

Agenda

- 12:30 pm Opening Remarks and Welcome – Jim Engle, Wisconsin Economic Development Corporation
- 12:35 pm Building 21st Century Communities ---- Carol Wetuski, USDA – Rural Development
- 12:45 pm Community Case Study #1
- 1:15 pm Presentation/Discussion: “Cleaning Up Your Downtown” – Gary Becker, Vierbicher, Inc. and Wisconsin Local Government Institute.
- 1:45 pm Presentation/Discussion: “Using Social Media to Market Your Downtown” - Dennis Deery, Irish Rose Consulting
- 2:15 pm Break
- 2:30 pm Roundtable discussion sessions, first round
- The Creative Economy and Your Downtown
 - Capturing the Local Foods Movement to Benefit Your Downtown
 - Developing Leadership in Small Towns/Managing Collaboration
 - The First Impression of Your Community: Improving Entrances to Town
 - How to Fund Community Projects
 - Using Events to Make Money
 - Market Analysis Work Session
- 3:00 pm Repeat Roundtable sessions
- 3:30 pm Community Case Study #2
- 4:00 pm Resources Available to Small Towns
- 4:55 pm Closing Remarks – Jim Engle
- 5:00 pm Adjourn

REGISTRATION FORM

There is a \$10 per person charge to attend the workshop.

Please register by August 1, 2012

Fill out a separate form for each person.

Name: _____

Community: _____

Address: _____

City: _____ State __ Zip _____

Daytime phone: _____

Email: _____

Pick the two roundtables you would like to participate in:

I will attend at this location:

___ Greenwood, August 14, 2012

___ Juneau, August 15, 2012

___ Three Lakes, August 16, 2012

Please mail form and check to:

Wisconsin Rural Partners
P.O. Box 27
Hollandale, WI 53544-0027

Make check payable to:

Wisconsin Rural Partners

Register Online at:

www.wisconsinowntown.org/events

About the Small Town Forums

Small towns have different problems and needs than larger communities. Everyone is invited, but this forum is developed to create a dialog amongst small town leaders with populations of 1,500 or fewer to give them a chance to learn from each other through case studies, roundtables and discussion groups.

This workshop is all about sharing ideas, so bring your "brag book" and samples of some of your best projects.

Who should attend?

Community leaders, elected officials, business leaders and volunteers in communities with populations of 1,500 or fewer.

Five things participants can take away from this workshop:

- New business development ideas
- Find people/contacts who have similar issues
- Learn how to make your small size an advantage
- Identify a project to rally around
- How to tap into new volunteer pools

Find information on the sponsors at:

Wisconsin Rural Partners -
www.wirural.org

University of Wisconsin - Extension -
www.uwex.edu/ces/cnred/

Wisconsin Downtown Action Council -
www.wisconsinowntown.org

Wisconsin Economic Development Corp -
www.wedc.org

USDA Rural Development -
www.rurdev.usda.gov/wi

Small Town Downtown Forums

Three Regional Workshops

Greenwood, August 14, 2012

Juneau, August 15, 2012

Three Lakes, August 16, 2012



Presented by:

Wisconsin Rural Partners
University of Wisconsin- Extension
Wisconsin Downtown Action Council
Wisconsin Economic Development Corp.
USDA Rural Development

Learning among peers

Funding for Community Projects

Prepared for
Small Town Downtown Forums, 2012

“A community is like a ship; everyone ought to be prepared to take the helm.”

Henrik Ibsen

Grant/project development basics

1. Articulate and define your project concisely – use data whenever possible

“Just the facts, ma’am.” Sgt. Friday, Dragnet

Defining the project is critical. The project is what you will do. It forms the basis for your agreement with the funding source.

- ✓ A well-defined project is.....
 - Specific and measurable
 - Consistent with problem or need you identify
 - Consistent with the budget you define
 - Feasible to complete within specified timeframe
 - Something the community or constituency needs
 - Something the funding source wants to have done
- ✓ Talk about the change that will occur because of the program or project.
- ✓ Use data and provide documentation whenever possible – make it relevant - avoid “unsupported assumptions” (USAs)
- ✓ Know exactly what you are going to do and why – and what affect your action will have on the problem.
- ✓ Articulate things in terms of people.
- ✓ Don’t be “iffy” – avoid terms such as: “should, might, hope to, maybe...”
- ✓ Use terms like “shall” and “will”
- ✓ Anecdotes are good support when used to exemplify facts. Consider quotes from those affected by situation. A brief story can sometimes define the data and give it life.

2. In general terms, the best funding sources are those closest to you.

- ✓ Geographically close – in your community
- ✓ Somehow connected to community
- ✓ Connections to the region

The closer a prospective funder is geographically, the more interest you will generate with them. If they are not within your community or region then perhaps they are within your state. Or have connections to a local person.

3. Think of who does business in your community and if they are connected to larger businesses.

- ✓ Bank (e.g., M&I Foundation, Wells Fargo Foundation, Clare Family Foundation)
- ✓ Insurance company (American Family Insurance, State Farm Insurance)

- ✓ Utility (Alliant Energy, Verizon, CenturyTel, Sprint – also Internet and cell phone utilities)
- ✓ Faith-based organizations (Siebert Foundation, Campaign for Human Development)

4. Think partnerships.....who can you collaborate with?

- ✓ Form alliances with regional or neighboring groups and organizations whenever possible – share ownership!!
- ✓ Strong collaboration shows commitment from all stakeholders in your community

5. Use as many local resources as possible

- ✓ Show the funder that relevant local resources will be enlisted to help project succeed
- ✓ Think of the many groups and organizations that serve your community
- ✓ Strong collaboration shows community commitment
- ✓ Utilize volunteers effectively

6. Some Tips for the Actual Writing

“In language, clarity is everything.” Confucius

While working on the application, keep the overall goals in mind:

- ✓ Give your application CLARITY
 - simple, concise writing style
 - easy to read graphics and charts
 - numbered pages, table of contents
 - section dividers, uniform headings
 - avoid abbreviations, acronyms and “jargon” whenever possible
- ✓ Give your application ACCURACY
 - check your facts
 - check your budget and your math
 - check any page or appendix references
- ✓ Give your application SUBSTANCE
 - eliminate the fluff; avoid “glittering generalities”
 - be sure commitments are real and achievable
 - be sure attachments/appendices are meaningful

Some funding sources for Wisconsin

- ✓ USDA Rural Development – www.rurdev.usda.gov/wi
- ✓ Economic Development Administration - <http://www.eda.gov/>
- ✓ Federal Emergency Management Agency – <http://www.fema.gov/>
- ✓ WI Department of Public Instruction – <http://dpi.wi.gov/grants.html>
- ✓ Wisconsin Economic Development Corporation –
<http://wedc.org/wedc-business-assistance-summary>
- ✓ Wisconsin Department of Administration - <http://www.doa.state.wi.us/>
- ✓ Wisconsin Department of Agriculture, Trade and Consumer Protection -
<http://datcp.wi.gov/>
- ✓ Wisconsin Department of Tourism - <http://industry.travelwisconsin.com/Grants.aspx>
- ✓ Arts Board – <http://www.artsboard.wisconsin.gov/>
- ✓ Humanities Council - <http://wisconsinhumanities.org/>
- ✓ Department of Natural Resources - <http://dnr.wi.gov/aid/>
- ✓ Regional Planning Commissions Revolving Loan Funds -
<http://www.dot.wisconsin.gov/projects/planorg/rpc-contacts.htm>
- ✓ Office of Justice Assistance (Dept. of Justice) -
<http://oja.wi.gov/section.asp?linkid=1678&locid=97>
- ✓ Wisconsin Department of Children and Families - <http://dcf.wisconsin.gov/>
- ✓ Wisconsin Housing and Economic Development Authority (WHEDA) –
<http://www.wheda.com>
- ✓ Emergency Management - <http://emergencymanagement.wi.gov/>

✓ **Look for Wisconsin government grants at:**

Wisconsin government grants – Wisconsin Catalog of Community Assistance
<http://www.doa.state.wi.us/dir/wcca.asp>

Also, follow this link for an excellent guide to Wisconsin grants, courtesy of DATCP
<http://datcp.wi.gov/uploads/Business/pdf/GotMoola.pdf>

✓ **Look for federal government grants at:**

“One-stop shop” for federal government grants - <http://www.grants.gov>

✓ **Look for foundation and government grants at:**

Private Foundation Web Pages

<http://wwwFOUNDATIONS.org/grantmakers.html>

Foundations in Wisconsin

<http://www.marquette.edu/library/services/fic.shtml>

University of Wisconsin Grants Information Center - Resources for Nonprofit Organizations

<http://grants.library.wisc.edu/organizations/nonprofits.html>

The Foundation Center

Foundation Finder – <http://foundationcenter.org/findfunders/foundfinder/>

Philanthropy News Digest – Requests for Proposals - <http://foundationcenter.org/pnd/rfp/>

FundsNet Services

<http://www.fundsnet-services.com/>

Emergency Services Grants

<http://server.firehouse.com/topic/funding-and-grants>

Also...just use a search engine (think carefully about which search terms you use and try different strings of words)

Visit web sites for organizations like yours (many acknowledge donors and you can get good tips of who might fund your project from that info.)

2012 Small Town Downtown Forums - Evaluation

Forum location: GREENWOOD

1. Overall quality of the forum:

Excellent	Very Good	Average	Below Average	Poor
7	16	2		

Comments:

- Too much info at one time
- Considering that this was for small towns, you did a good job bringing in speakers and topics
- Food was great – no coffee?
- Well organized. Awesome hospitality

2. In terms of expanding your own personal knowledge, how useful was the forum to you?

Excellent	Very Good	Average	Below Average	Poor
2	19	3		

- One score between very good and average

Comments:

- I especially enjoyed learning more about the resources that are available
- Good examples

3. How would you rate the quality of the speakers and resource people?

Excellent	Very Good	Average	Below Average	Poor
4	17	4		

Comments:

- Glad you did not have people speak more than 20-30 minutes
- You had some that were very good but some that were not informative
- Clean up downtown below average, all others very good
- Session by Chris from WCWRPC was a 10
- Nice overview of resources

4. Length of the forum:

Too Long	Just Right	Too Short
2	20	3

Comments:

- Rushed through most speakers/topics
- Break out sessions should be given more time

5. How would you rate the forum facilities?

Excellent	Very Good	Average	Below Average	Poor
13	10	1		

Comments:

- Easy to find, central location, nice facility
- Couldn't hear audience speakers most of the time
- Cold
- A bit hard to hear at times, but good overall

6. How would you rate the following sections on a scale of 1 to 10 with 1 being poor and 10 being excellent

7.88 Case Studies

7.29 Discussion Group: Cleaning up your downtown

9 Discussion Group: Using social media to market businesses

6.73 Roundtable: The Creative Economy and Your Downtown

- Didn't realize "creative" meant arts – a little misleading

8.33 Roundtable: Capturing the Local Foods Movement to Benefit Your Downtown

- Speaker should give more info, not just numbers

7.22 Roundtable: Developing Leadership in Small Towns/Managing Collaboration

7.5 Roundtable: The First Impression of Your Community: Improving Entrances to Town

8.5 Roundtable: How to Fund Community Projects

8.5 Roundtable: Using Events to Make Money

- Thank you

8.66 Work session: Market Analysis

7. Please add any additional comments you may have:

- Need microphone for participants when they comment on questions from speakers - need more time in roundtables
- Thank you for having this in the "Greenwood area" Great food, thank you Sheila. Would have liked a start time of 10 am and finished earlier - 5 pm is too late to finish
- Too much food. It was excellent, but certainly more than needed
- Snacks were awesome
- Thank you
- Roundtable sessions too short and should be more focused
- More specific examples of application in various communities, or each concept would help illustrate possibilities. Great Food. Well organized. Learned a lot. Thank you.
- Need more specifics and less generalizations. Need to lengthen session from Chris - he had concrete ideas and steps to succeed
- Food was great
- Looking forward to the next ones. How do we work to increase attendance from outside Clark area? Future ideas: 1) How to keep efforts going; keeping volunteers energized 2) How to deal with naysayers and difficult elected officials
- The PowerPoint examples are interesting, but do not seem to be for the under 1,500 populations. The smaller the community example, the better for this type of program
- We will follow-up on many of the resources presented today. Thank you for putting this information together

2012 Small Town Downtown Forums - Evaluation

Forum location: JUNEAU

1. Overall quality of the forum:

Excellent	Very Good	Average	Below Average	Poor
2	16			

Comments:

- Very informative – wish we had more time
- The content was great, however time management could be better handled. Great opportunities were provided but cut short

2. In terms of expanding your own personal knowledge, how useful was the forum to you?

Excellent	Very Good	Average	Below Average	Poor
4	10	4		

Comments:

- Many great handouts

3. How would you rate the quality of the speakers and resource people?

Excellent	Very Good	Average	Below Average	Poor
3	13	2		

Comments:

4. Length of the forum:

Too Long	Just Right	Too Short
1	13	2

Comments:

- Stay on schedule. Neshkoro has a good story but they took away valuable time from others
- Would have enjoyed longer roundtable/networking sessions
- Roundtables need more time
- It would have been nice to be able to participate in more roundtables, but the timeframe was great!

5. How would you rate the forum facilities?

Excellent	Very Good	Average	Below Average	Poor
3	13	2		

Comments:

7. How would you rate the following sections on a scale of 1 to 10 with 1 being poor and 10 being excellent

8.93 Case Studies

8.09 Discussion Group: Cleaning up your downtown

8.21 Discussion Group: Using social media to market businesses

7.75 Roundtable: The Creative Economy and Your Downtown

8.17 Roundtable: Capturing the Local Foods Movement to Benefit Your Downtown

8.56 Roundtable: Developing Leadership in Small Towns/Managing Collaboration

8.66 Roundtable: The First Impression of Your Community: Improving Entrances to Town

9.2 Roundtable: How to Fund Community Projects

8.25 Roundtable: Using Events to Make Money

8.88 Work session: Market Analysis

7. Please add any additional comments you may have:

- I understand that no one has all the answers. It seems like more questions came out than anyone had answers to. Case studies and examples would help
- Very informative, thank you
- Found it to be worthwhile and invigorating. Met others who work in their communities and made some contacts which we can partner with. Appreciate all the handouts w/all the resources. Just what the doctor ordered - please do this again in the future. Thank you

- This was very informative. It's always wonderful to hear from other communities and professionals. Hearing success stories from communities is very uplifting.
- Might be helpful to exchange contact information on a whole as it is difficult to meet everyone who attended
- Networking was a strong advantage

- Lots of great input and networking

- Thank you - very informative and helpful

2012 Small Town Downtown Forums - Evaluation

Forum location: THREE LAKES

1. Overall quality of the forum:

Excellent	Very Good	Average	Below Average	Poor
4	4			

- One score between average and below average

Comments:

2. In terms of expanding your own personal knowledge, how useful was the forum to you?

Excellent	Very Good	Average	Below Average	Poor
4	4	1		

Comments:

- Great job of identifying problems in first half, providing ways to solve in breakouts and end

3. How would you rate the quality of the speakers and resource people?

Excellent	Very Good	Average	Below Average	Poor
6	1	2		

Comments:

- Katz – not terribly helpful
- Dennis Deery was fabulous

4. Length of the forum:

Too Long	Just Right	Too Short
	9	

Comments:

- I like the length of the forum but I would have loved to have more time for in-depth presentations
- Could always be longer for all of the information out there

5. How would you rate the forum facilities?

Excellent	Very Good	Average	Below Average	Poor
1	2	5	1	

Comments:

- Roomy, comfortable and excellent hospitality
- Thank you, Don, and Three Lakes
- (This person rated the facility “average): That’s OK, we are small towns
- (This person rated the facility “below average): Understand the first preference was not available

8. How would you rate the following sections on a scale of 1 to 10 with 1 being poor and 10 being excellent

9.2 Case Studies

6.5 Discussion Group: Cleaning up your downtown

8.17 Discussion Group: Using social media to market businesses

- I would have loved to emphasize utilizing the young population to help set-up/run these since they know them and use them effectively

5.33 Roundtable: The Creative Economy and Your Downtown

10 Roundtable: Capturing the Local Foods Movement to Benefit Your Downtown

7 Roundtable: Developing Leadership in Small Towns/Managing Collaboration

7 Roundtable: The First Impression of Your Community: Improving Entrances to Town

8.33 Roundtable: How to Fund Community Projects

N/A Roundtable: Using Events to Make Money

8 Work session: Market Analysis

Please add any additional comments you may have:

- Good overview of available resources
- There are wonderful, small downtowns & people in the Northwoods
- The business community needs to be better represented at these. Business interests and information for local business owners
- Too much info for this time frame. All handouts should be put in our information folders so we have it for future reference

2012 Small Town Downtown Forums - Evaluation

Forum location: Composite – all three locations, Item 6

How would you rate the following sections on a scale of 1 to 10 with 1 being poor and 10 being excellent

- 8.49 Case Studies
- 7.55 Discussion Group: Cleaning up your downtown
- 8.56 Discussion Group: Using social media to market businesses
- 6.72 Roundtable: The Creative Economy and Your Downtown
- 8.38 Roundtable: Capturing the Local Foods Movement to Benefit Your Downtown
- 7.8 Roundtable: Developing Leadership in Small Towns/Managing Collaboration
- 8 Roundtable: The First Impression of Your Community: Improving Entrances to Town
- 8.66 Roundtable: How to Fund Community Projects
- 8.33 Roundtable: Using Events to Make Money
- 8.68 Work session: Market Analysis

Attendance - Clark Co/Greenwood

Anne Katz	Melvyn Lorence
Bill Ryan	Pat Lindner
Carol Wetuski	Sandy Wilson
Dennis Deery	Sharon Willsman
Gary Becker	Terri Ernst
Margaret Bau	William Switalla
Rick Rolfsmeyer	Louise Bentley
Adrienne McCombie	Craig Tebon
Bill Breneman	Matt Zoschke
Bryce Luchterhand (Office of Sen. Kohl)	Sheila Nyberg
Chris Straight	Amy Jahnke
Dale Klemme	Wayne Tlusty
Dan Clough	Bob Carpenter
Daniel H. Krause	Arlen Albrecht
Darlene Zschernitz	Jenny Kuderer
David Jankoski	Beth Waldhart
Deanna Heiman	Paula Ruesch
Dennis Kraemer	Linda Wyeth
Diane Feiten	Diane Opelt
Georgia Janssen	Todd Schmidt
Jane DeStaercke	Drew Nusbaum
Jay Tappen	Mark Auman, Office of Cong. Kind
JD Milburn	
Jenny Jakel	
Jim "chip" Chadwick	
Kris O'Leary	
Len Hamman	
Lisa Totten	
Lori Bekkum	
Lynn Nelson	
Mary Lynn Kiviko	

Attendance - Dodge County/Juneau

Darlle Beckman	Katie Otto
Robert Ellisor	Reed Woodward
JanAlyn Baumgartner	Hope Oostdik
Dennis Eucker	Rick Rolfsmeyer
Joshua Prescher	Gary Becker
Pamela Grant	Dennis Deery
Dean Perlick	Carol Wetuski
Nate Olson	Margaret Bau
Ellen Castro Krueger	Bill Ryan
Kathleen Spencer	Anne Katz
Sam Jenswold	Arlene Scalzo
Rhoda Fleming	Jeff Hoffman
Linda Begley-Korth	JD Milburn
Shawn Murphy	Gloria Morgan
Manny Vasquez, Office of Sen. Johnson	Michelle Zahn
Kris Yager	Ron Bosak
Errin Welty	Sheery Salfki
Todd Ehlenfeldt	Kim Biedermann
Barbara Dugenske	Jennifer Rettmann
Doug Prentice	Kyle Clark
George Marsh	
Jim Resick	

Attendance - Oneida County/Three Lakes

Anne Katz	Rick Rolfsmeyer
Arlene Scalzo	Sue Rapp
Barbara Nehring	Tony Liddle
Bill Lamon	Walter Leja
Bill Wilkinson	Sue Bessert
Bill Ryan	Kelly Haverkamp
Bruce Karow	Pat Brainard
Carol Wetuski	Erin Peot
Colin Snook	Nicola Wille
Collette Sorgel	Greg Wise
Corrin Seaman	Laura Brown
David Berard	Chris Stark
Dennis Deery	Duane Heikkinen
Don Sidlowski	Joe Hegge
Gary Becker	Dale Mohr
Sen. Jim Holperin	Paul Putnam
Jim Garvin	Denise Kerns
Jim Schuessler	Melissa Werner
John Karban	Margie Yadro
John Hanson	Ron Yadro
Kirstie Larsen	Sally Cutler
Larry Neuens	Debbie Dehn
Laurie Lindquist	Sarah Pischer
Lorin Johnson	Jim Engle
Margaret Bau	
Joe Laus	
Carol Hendricks	
Paul Matthiae	
Phil Albert	