

Open Meeting Minutes

Wisconsin Economic Development Corporation Teleconference of the Main Street Makeover Committee

**WEDC
Sixth Floor Conference Room C
201 West Washington Avenue
Madison, WI 53703**

**January 7, 2019
11:00-12:30pm**

COMMITTEE MEMBERS IN PERSON:

- Errin Welty (WEDC)
- Joe Lawniczak (WEDC)

COMMITTEE MEMBERS VIA TELECONFERENCE:

- Lyn Falk (RetailWorks)
- Holley Bakich (RetailWorks)
- Heather Dryfka (RetailWorks)
- Kim White (RetailWorks)

CALL TO ORDER AND ROLL CALL

Errin Welty called the meeting to order at 11:01am.

DISCUSSION OF APPLICATION DATA AND INTERVIEW RESULTS

All five finalists have demonstrated match requirements and public support for improvements. One project (Bushel & Peck's) does not incorporate both interior and exterior elements, limiting public visibility/impact. One project (Campbell Family Homes) includes multiple moving pieces (mural and retail inventory) that could hinder project timeline and planning. One project (K Sera) does not have sufficient funds to achieve measurable and/or visible results within a large space – no local public matching dollars are available this year. Of remaining finalists (Anthony's and Arrow), Anthony's has the most potential to positively impact sales and employment at the business as a result of the makeover and has the potential to catalyze additional improvements in that section of downtown.

Errin Welty requested a motion to recommend Anthony's 511 as Main Street Makeover winner. Motion was made by Kim White with a second by Joe Lawniczak. The motion was passed unanimously.

ADJOURNMENT

Meeting adjourned 11:22. Motion was made by Joe Lawniczak with a second by Holley Bakich. The motion to adjourn was passed unanimously.