



Partners working together to cultivate an attractive and thriving downtown

MINUTES

Economic Vitality Team: Real Estate Professionals Outreach Including Profiles/Marketing

Wednesday, September 21, 2016

3 pm

The Coffee House - Upstairs

TEAM LEADERS: Brad Lois and Wendy Lynch

**VOLUNTEERS IN ATTENDANCE: Brad Lois, Peter Smet, Bob Grandi, Leslie Scherrer-Pella,
Tina Chitwood, Megan Watkins, Carina Walters, Mayor Jeanie Hefty, Don Schwartz**

1. The team heard from Doug Wheaton from the Wisconsin Realtors Association about tools that can help revitalize downtowns. The overarching goal is to create a "Tool Box" of information, a mix of online and print materials that explain the business development process in Burlington. Items to include as a start:
 - a. One-pager summary describing Burlington and the benefits of doing business in Burlington (draft written by Doug Wheaton and shared with the group),
 - b. List of businesses residents have been requesting (featured within the market analysis report),
 - c. List of sites/buildings, their location on a map and the contact info. for the broker, realtor, owner, and
 - d. Business Resource Guide which includes a welcome letter from the Mayor.

Other items to share with businesses:

 - a. Map of downtown;
 - b. Historic Tax Credit Link;
 - c. Façade Grant and Map with Eligibility Info.;
 - d. Links to downtown groups websites, and
 - e. Link to Chamber website.

2. Reviewed Summer Street's, owner of Musicology, response to questions about why she chose Burlington for her business.
3. Next Steps
 - a. Review the information shared by Doug Wheaton and determine next steps to begin compiling information and the best ways to share it with the real estate and business communities
4. Next Meeting Date – Monthly on the 2nd Thursday @ 7:30 AM
 - a. Thursday, 10/13/16 @ 7:30 AM @ The Coffee House