



Over 115 members of the Fennimore Area Community met on the evening of February 7, 2018 to set goals for projects and activities that would improve the community and better the area's residents.



# Forming Fennimore's Future

## Community Goal Setting Final Report

Submitted by James L Schneider  
UW-Extension / Grant County



# Forming Fennimore's Future

Results of February 7, 2018

## Potential Projects/Ideas for Consideration

43 total ideas (342 votes)

### PRIORITY GOALS - 5

*Outline of recommended action steps were developed for each of these top priority ideas by the 115+ participants during the 2/7/18 session.*

#### PROJECT / IDEA

#### VOTES

Wayfaring Signs	36
Dog Park	24
Fill the Fronts	24
Youth S.T.E.M. Experience	21
Crosswalk Indicators/Safety	18

### SECONDARY GOALS - 13

*Strongly consider for implementation based on public support and availability of champions.*

Broadband	17
Business Incubator/New Bus. Incentives	17
Library Roof	15
Ice Skating Rink	14
Walking/Biking Trail	14
Lincoln Ave. Parking Improvements/Handicap	14
Housing Land Availability	14
Recruit Optometrist	13
Sidewalk Improvements/Safe pathways to school	11
Business Park Expansion	11
Wi-Fi Downtown	10
Community Vegetable Garden	10
Children's Meal Plan / Weekends & No School	9

**ALSO CONSIDERED - 24**

*Good ideas worthy of further consideration but not at the expense of Primary or Secondary goals.  
In some cases they may become part of other goals.*

Main Street Beautification/Planters, flowers	6
Senior Assistance	5
Youth Activities	5
Activity Director	5
Parks	4
Senior Activities	4
Trees	4
Mobile Connectivity	3
Room tax	3
ATV/UTV Connection Route	2
Library Elevator	2
Senior Care Call Service	1
Special Needs Friendly Community	1
Improve Website/Social Media	1
Alternative Transportation	1
Welcome Packets	-
Retention Work	-
Pop-ups	-
Entrepreneur Training/Support	-
Housing Study – Regional Planning	-
Business Succession Planning	-
Customer Service Training	-
Year Round Activities	-
Paint Day	-

***-END OF THIS SECTION -***

***PRIORITY GOAL PLANNING ON FOLLOWING PAGES***

## **Goal #1 – Wayfaring Signs**

The intent of this group is to create/display uniform signs around the community guiding visitors to key locations around town.

### **Timetable:**

The group determined they would like to see this goal completed in 2 years.

### **Suggested Steps:**

1. The first and most obvious step would be to form a committee. We had a few members express interest in this and they will be listed below.
2. Once the committee is formed, members should first speak with various other communities that have these signs to determine the process involved.
3. It was determined that due to constraints the crossing of 2 major highways, there might be possible need to be in contact with the DOT on regulations, etc. In order to handle this, the committee would need to develop a plan of the types of signage they want, where they would want them, etc. and submit it to the DOT for approval.
4. A possible partnership with SWTC was discussed as they are currently looking at getting new signage as well.
5. It was also discussed to possibly use existing structures to place these signs on.
6. The committee could also speak with representatives Marklein/Tranel if assistance is needed.
7. Once the plan is approved, the committee would need to determine the most cost effective way to implement it and it would then need to be presented to the City Council.
8. Funding
  - a. The committee would then need to look for donations/fundraisers or possible partnerships, perhaps having outside committees or business members sponsor each sign.
  - b. They may also want to check to see if there are any grants available for this type of expense
9. Final step would be to have them made and erected

**Potential key areas to locate:** Schools, SWTC, CESA, Funeral Homes & Cemeteries, Parks, Pool, Clinics, Churches, Museums, Emergency Services, Nursing Home, Hotels, Camping/Fishing/Rec, Library, City Shop.

### **Possible interested parties to join this committee:**

- Pastor Bud Budzinski
- Connie Neal
- Coleen Skaife
- Kara Stewart– indicated possible co-chair
- Ashley Walker
- Others present in our group that may be possible committee members were Chuck & Mary Ann Stenner, Mary Davis, Vicki Pitzen, Jo Don Anderson, Jan Fitzimons, Connie Jackson, Katie Friar Glass, Jenna Govier, Martha Hestad, Tony Stewart

*- Submitted by Holly Straka, facilitator*

**- END OF GOAL #1 PRELIMINARY PLANNING -**

## Goal #2 – Create a Dog Park for Fennimore Area with a target opening date of 6/17/19

### Suggested Steps:

- |  |               |
|--|---------------|
| 1. Assess the need                               | Months 1,2,3  |
| a. Survey for number of households w/dogs        |               |
| b. This could be a youth project                 |               |
| 2. Identify potential site(s)                    | Months 1,2    |
| a. Old dump site was suggested                   |               |
| i. City Owned                                    |               |
| ii. Limited alternative use                      |               |
| 3. Survey of other dog parks                     | Months 3, 4   |
| a. 5-6 parks in region                           |               |
| b. What features do they offer                   |               |
| c. What would they have done differently         |               |
| d. How did they fund it                          |               |
| e. How are they covering ongoing costs           |               |
| 4. Design park based on site and park components | Months 5,6    |
| a. Based on what we learn from other dog parks   |               |
| b. Could some things be done in stages           |               |
| 5. Funding                                       | Months 6 – 11 |
| a. Based on what we learn from other dog parks   |               |
| b. Local dog owners donations                    |               |
| c. Gofundme                                      |               |
| d. Naming rights for large donation              |               |
| 6. Construction of dog park                      | Month 12 – 14 |
| a. Could part of this be done by volunteers      |               |
| 7. Ongoing maintenance/upkeep                    |               |

### Possible Partners/Sponsor

1. Dog owners
2. Veterinarians/dog groomers
3. City as property owner
4. Youth groups
5. Volunteers

### Interested Persons:

- Tina Frye
- Melodie Betts
- Allison Hartberg
- Lauryn Bunn
- Lucas Lendosky

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- Peyton Lendosky
- Megan Campbell
- Teresa Cox
- Kelly Ahnen
- Anne Hartberg
- Jakob Kretschman
- Greg Fry

*- Submitted by James L Schneider, facilitator*

**- END OF GOAL #2 PRELIMINARY PLANNING -**

## **Goal #3 - Fill the Store Fronts**

### **Brainstorming**

#### Opportunities

- Fennimore is a bedroom community – look at what the community is
- Attract tourism focused businesses – to open as business on Lincoln Ave
- Brand the downtown – ex: antiques – focus on a theme
- Incubator – downtown
- Hilltop (bars & restaurants) – Optometrist – Silent Woman
- Diversified businesses – ex: Silent Woman could expand number of rooms into other areas of the building – look at different models
- Pop-ups
- Brownfield Grant opportunities for run down properties
- Anchor businesses to draw shoppers – Carr Valley, Quilt Shop, Just Like Home (fill in), Benders Expansion

#### Marketing/Communication

- Making people aware of what is currently there
- Local Ownership
- Be vocal with Representatives
- Communication

#### Aesthetics

- Consistent signage
- Decorating – themes – contest – to bring community together for a common goal – pride in collaboration for contests
- Appearance Imaging
- City Council involvement
- Store front projects – incentives
- Planning – engineering – regulations - comes into play with any structural and signage changes of buildings

#### Challenges

- It all costs money \$\$\$

### **Tasks/Steps**

1. TIF other incentives
2. Appropriate marketing in SW WI, IA, WI, MN, IL\_(increasing number of IL residents who vacation in SW WI and own property)
3. Realtor Relationships
4. Focus more on tourism, specifically trout fishing (Jim Romberg guides)
5. Focus on the needs of IL residents who are local property ownerships, cabins are there 2<sup>nd</sup> house
6. Hours open
7. Start/Expand an Entrepreneurship Club – share experiences, idea generation - Means to collect ideas - Melting pot, meeting place needed to be established

### **Timetable**

Ongoing

## **Partners**

- Food Co-op
- Incubator stores
- Realtors ??
- Businesses from other communities – expansion opportunities
- Entrepreneurship Club
- Fennimore needs to support current and future businesses
- Promote to locals
- Radio – newspaper

## **Volunteers**

Mandy Henkel

Samantha Goss

Bob Koestler

Roger Connely

Linda Connely

(Kris Fry as a back-up, consult with)

## **Group Facilitator's Observations:**

Focus on 1) attracting tourism-related businesses, and 2) starting up an Entrepreneur Club/Committee/Team.

FIEDC Action to pursue – Group tour of vacant properties, particularly on main street. This could lend itself to relationship building with property owners, opening the door to the pop-up idea, and having a better understanding/assessment of what really is available in town and the shape of available space(s).

*- Submitted by Mandy Henkel, facilitator*

**- END OF GOAL #3 PRELIMINARY PLANNING -**

## **Goal #4 - Youth S.T.E.M. Experience**

### **Suggested Steps:**

1. Team SWTC will put together a 6-12 month calendar listing open houses that will engage local students with hands on experiences, introductory to advanced. They will focus on Junior High and high school students, but invite all. This calendar will also list available classes that are available. This has a 3-month time frame and the partners are SWTC, CESA and Fennimore Schools
2. Building more STEM programs into the current curriculum at the elementary school AND the high school. This has a 1 year time frame. The goal is to introduce these activities at an earlier age. Partners are Fennimore Schools – Bussan, Goss, and Mitchell
3. Create a STEM Lab
  - a. Contact CESA to find the past research they did on this topic.
  - b. Research availability of what it entails and the types of available spaces in the community to host a lab.
  - c. If this is a good fit, then research possible funding out there to assist with such a lab.

### **People who expressed interest:**

- Team SWTC which includes Jason Wood, Heather Fifrick and Lori Needham
- Bob Koestler
- Margaret Sprague
- Cindy Arndt
- Monardo Faria
- Jake Stoeffler
- Lindsey O'Brien

*- Submitted by Steve Lendosky, facilitator*

**- END OF GOAL #4 PRELIMINARY PLANNING –**

## **Goal #5 - Crosswalk Indicators/Safety**

### **Suggested Steps:**

1. Bring together a committee/group of citizens/task force with ideas and concerns. List of volunteers willing to serve are on attached list. Representative from the City and the Police Force and school need to be included.
2. Meet with Dennis Biddick @ City Office to learn what we are allowed to do and not allowed to do as per State Statutes.
3. Share ideas and thoughts. Brainstorm to come up with solutions. Ideas shared at the meeting included:
  - a. Tie Baskets to light poles with flags
  - b. Install permanent speed checks/indicators
  - c. Blinking lights at crosswalks
  - d. Pass ordinance and post no-passing on right signs
  - e. Paint crosswalks- create no passing zones
  - f. Regularly repaint all crosswalks
  - g. More police patrol at all times
  - h. Crosswalk warning signs posted
  - i. Determine what can and cannot be done
  - j. Determine a budget needed
  - k. Work with Student Council to raise funds
  - l. Apply for Grants- i.e. Dubuque Racing Association, Fennimore Area Foundation

### **Possible Partners:**

- Collaborate with the Wayfaring Committee on signage throughout the City
- Collaborate with Bill Richter and the school to determine safe routes throughout the city.

### **Interested Persons:**

- Tanya Johnson
- Charity Bray
- Sarah Kretschman
- Dawn Zaluski
- Amanda Dagenhardt
- Lori Barry
- Deanna Needham
- Rose Cutting
- Brandee Lendosky
- Vicki Marish

*- Submitted by Sheila Ruchti, facilitator*

**- END OF GOAL #5 PRELIMINARY PLANNING -**