

MINUTES - Beautification Sub-Committee Meeting

I. CALL TO ORDER: This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.

Chairperson Trustee Kristen Borst called the Beautification Sub-Committee meeting to order at 6:31pm.

II. ROLL CALL:

Present: Trustee Borst, Member Dani Yegge

III. Citizen Input - Motion Made in Lieu of Citizen Input

Motion: Made by Trustee Kristen Borst to suspend Roberts Rules of Order and allow for interaction between the committee and citizens (two citizens present - Tyler Borst and Trustee David Baum).

Seconded by: Dani Yegge

Moved forward with New Business in a discussion format between Committee and Citizens.

IV. NEW BUSINESS:

Discussion on Beautification:

The following ideas were discussed:

- Art in the Village
- Welcome to Germantown signs
- Public/private partnerships and longevity
- Hanging Baskets or Median Flowers on Mequon Road
- Germanic Design elements
- German theme to showcase in windows (e.g. beer steins) for businesses - creates uniformity and connects businesses
 - Host scavenger hunts, trick or treat, candy walks, where you check off the “beer steins” within the village.
- Adopt a Spot - partner with businesses, map out spots based on gateways (e.g. Squire and Mequon Road, Mequon and Pilgrim Road)
 - Concrete slab put in designated spots and village/business partnership with benches, flowers, landscaping, artwork, etc.
- Survey business interest for participating in village initiatives
- Social media posts - highlighting businesses and residential
- Sister town in Germany - engage with them, get their flag, look at what Germanic elements they use and incorporate that into our designs and future designs
- How do we define beautification?

- Consideration: community engagement and how to improve engagement with the community, creating points of interest, beautification, to bring people together, walking around, etc.
- Need a cohesive plan before moving forward

Take Away's Ahead of Next Meeting:

- Trustee Kristen Borst
 - Reach out to Jeff Retzlaff to get document describing the major and minor gateways within the village
 - Reach out to President Soderberg regarding 2026 budget
 - Reach out to the school board to determine the feasibility of partnering with GSD on artwork, murals, metal yard art, benches, etc.
 - Determine which business walls are good for a mural
- Member Dani Yegge
 - Connect with Chamber of Commerce on social media, "beer stein" business window initiative and Adopt a Spot interest
 - Connect with Chamber of Commerce on meeting availability to further discuss these items
 - Determine which business walls are good for a mural

V. ADJOURNMENT:

Chairperson Trustee Kristen Borst adjourned the Beautification Sub-Committee Meeting at 7:32pm