



SPECIAL VILLAGE OF WATERFORD BOARD MEETING

Thursday, February 28th, 2019, 5:30 pm
Village Hall, 123 N. River St., Waterford WI

1. Call to Order
2. Pledge to the Flag
3. Roll Call

Review notes from January 31st Meeting

New Business

- I. Discussion on Village of Waterford Strategic Marketing Plan.

Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-421-4457 or at zjackson@waterfordwi.org. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Village Staff at 262-534-7912, or by writing to the Village Administrator at the Village Administration Building, 123 N. River St, Waterford WI, 53185 Copies of reports and other supporting documentation are available for review at the Village Administrator's Office, Administration Building, 123 N. River St, Waterford WI 53185 during operating hours. (8 a.m. – 5 p.m. weekdays).

Posted: 5/11/2019; 10:00 a.m.

Marketing Strategy Meeting (AW, Chamber, Village, WEDC)

Thursday, January 31, 2019 5:30 p.m. Village Hall, Waterford

Defining Ourselves (Needs/challenges in red)

- Great Quality of Life
- Water & Beauty --Need a scenic water walking trail
 - Lake Tichigan
 - Fox River
 - Conservancy Bay
 - National Waterway Designation
- Family
- Small town charm --Perceived as a bedroom community, very small town
--No one knows where we are
--Need more exposure
- Sense of community --Need unity between Town & Village
--Need a common cause
- Excellent schools
 - Music, Art, Theater
 - Strong academics
 - Sports & recreation
 - Top high school in Racine County
 - Safe
 - Great teachers/staff
 - Great volunteerism
 - Great student:teacher ratio
- Good location
Close to: Milwaukee, I-94 to Chicago, water, shopping, Gateway Technical College
- Activities --Need more choices for high school students
--Need a better venue for weddings, parties, celebrations
--Need more parking
--Need activities for seniors
--Need a community center for kids
--Need restaurants with outdoor patio & firepit
 - Art walk
 - River Rhythms
 - New ice rink --Need skate rentals, hot chocolate stand, broom ball equipment
 - Lake & fishing
 - Golf at Rivermoor (18 holes)
 - Bruno's trivia
 - Moms on Main
 - Weddings?
 - Bike Trail System
 - All Abilities Playground

Future Potential

- Foxconn
- New businesses coming – especially after road construction is finished
- Housing developments
- Developing the water's edge and Ten Club Park (open air venue, amphitheater)
- Maker Spaces
 - Millennials new stem lab @ middle & high schools
 - Piggy back off Foxconn
 - P3 Public:Private Partnerships
 - Digital age
- Connected bike trail system Chicago to Minneapolis and surrounding area
- Fitness
- Food trucks on a regular basis
- Entrepreneurships → focus on millennials
- Resale & Antiques shops (they bring in business)
- More wedding businesses for start to finish process
- Farmer's market
- Cross country skiing at Rivermoor
- Boat rentals not just kayaks
- Better river access for people who don't own property on the water
- Festival or carnival after the July 4th parade
- Continue to expand on Christmas parade activities
- Roller rink or rec center in Triple Crown building
- Beer & wine walks
- Businesses working better together
 - Referring each other
 - Punch cards for businesses (discounts)
 -

Key Question

How do we ring registers every week/weekend?

Key Idea/Descriptive Phrase

“Where the Waterways Meet”

- Meet your business needs...
- Meet your family needs...
- Meet your tech needs...
- Etc...

Promotional Marketing

- Video
 - Activity on the water
 - Quality of Life
 - Weddings: start to finish
- Businesses working together promoting each other
- A coordinated media campaign
- Consistency throughout on who & what we are
- Advertising Quality of Life VS. a Niche or Special Event (All our activities/events/etc. give us the great quality of life – great things happening - in Waterford)
- Bring back the swans on the waterways (great for weddings, great in pictures)
- Better signage on Hwys 20, 36, 164, 83 (not just in Waterford)

Special Village Board Meeting
Strategic Marketing Plan Discussion
02-25-2019, 5:30pm

Topics for discussion:

- A. Getting the Word Out
 - a. Who do we want to talk to?
 - b. How do we want to engage with customers?
 - c. How do we go digital?
- B. Collaborating with One Another
 - a. How do we coordinate activities and schedules?
 - b. How do we responsibly use volunteers?
 - c. How do we engage high school students?
 - d. How can businesses work together to promote one another?
- C. Funding Our Efforts
 - a. How do we add value for businesses?
 - b. How can we expand current funding?
- D. Getting It Done
 - a. How can we share responsibility for implementation?
 - b. Who is best suited to accomplish which tasks?
 - c. What is our timeline – 1-, 3-, and 5-year outlook?