

JANUARY 15, 2018, COMMUNITY DEVELOPMENT COMMITTEE MEETING MINUTES

6 p.m. Council Chamber. Members present: Moore, Pearson, Platteter for Stoneberg. Others present: A. Christianson 1 and 2, K. Gorsegner, A. Kenyon, R. Moore, D. Parker, M. Reynolds.

Call to Order:

Committee Chair J. Pearson called the meeting to order.

Holiday Decorations:

There was discussion of what people are saying about holiday decorations:

-Folks miss the roping and old decorations that hung across Miner Ave. That is unlikely to happen again as Xcel is adverse to hanging them on its poles and erecting our own poles would conflict with Xcel's. Unless the City incurred considerable expense to wire them underground. While hanging the vintage decorations in a big tree is interesting, it may work to hang them over the entrance to Memorial Park or similar location. Mrs. Pearson suggested real evergreen roping and lights be strung along the railings on the Hwy. 8 bridge. It was also suggested that, perhaps, underground wiring between poles could be placed affordably if cuts in the sidewalk were covered with pavers rather than concrete.

-A question was raised whether there is interest in having more holiday cards made. Another question was raised whether, being scattered about, these cards got lost in the background. A question was raised whether cards might draw more attention if grouped together where the scarecrows are, or a similar location. It was noted that storing these holiday cards will be challenging as the stands take up considerable space. Crew members may re-engineer (hinge?) the stands so they take up less space. As an option it was suggested that, perhaps, more little buildings could be added to the Memorial Park holiday display with additional ones made to represent well-known local structures.

Other suggestions for holiday decorations or activities included the following:

- Play holiday music over speakers placed atop City Hall. This could be from Sirius radio or be licensed through WLDY. It is thought that LFD has a good quality PA system.
- Purchase better quality lights for stringing along the river for both Mardi Gras and the holiday season.

2017 Progress:

The following were noted as items on which progress was made in 2017:

- *bridge repainting *holiday cards *Lake Ave. rail display *plow museum sign *silhouettes *vet's murals
- The river side of the bridge railing remains to be completed.
- One holiday card is still being repainted.
- The rail display building is largely completed except for railings and installation of display items.
- Quotes have been received for an electronic message board to be mounted on the plow museum sign. That is to be a county project.
- The military silhouettes have been made, but need to be installed at the visitor center rail display.
- Vets murals remain to be completed this year. The frames are in place.

Possible 2018 Efforts:

- Sign some bike routes, if money can be found. Gain approval to connect Riverview Trail to Flambeau Mine Trails by signing portions of Blackberry Lane, Gokey Road and Tiews Road.
- Pursue full sized covered bridge over Falge Park Drive as a visitor attraction. Those present seemed to be good with the idea that it doesn't have to be functional to attract visitors. It can still function as a photo backdrop.
- Develop a fish tagging contest as M. Hraban has suggested in the past.
- It was recalled that there was mention of adding a bell at the Lake Ave. Rail Display that kids can ring.

Also engineer and conductor props where kids can be photographed with their faces in cut outs.

Population Decline:

There was discussion of possible strategies to retain and attract residents so that costs of maintaining services aren't borne by an ever-smaller population. Those present were asked to give this matter some thought.

Tourism Commission:

Mayor Reynolds reported that the following are among items the Tourism Commission has discussed applying room taxes to.

-“Gravel Grinder” bike race, and rodeo at Rusk Co. Fair time.

-Increase amount of fireworks set off during Venetian Night Parade.

-Add a laser light show in conjunction with Venetian Night Parade.

-The aforementioned holiday decoration upgrades.

To be deemed justifiable, tourism expenditures are expected to “put heads in beds”.

There were lighthearted comments about billing Ladysmith as the train noise capital.

Adjourn:

The meeting adjourned at 7:12 p.m.