

Village of Belleville
Community Economic and Development Committee
Minutes
December 8, 2011
Village Hall

Present: Mike O'Connor, Herb Blaser, Jerry Jansen, Johan Veeneman, Rick Francois, Keith Lehnherr, Howard Ward, and Scott Hayes

Excused Absence: Randi MacLeod, Diane O'Connor, and Jim Schmitz.

Meeting called to order by Chair, Judy Bacha at 7:05 AM.

Howard Ward moved to approve the November 10, 2011 minutes as written. Rick Francois seconds the motion.

Howard Ward asked those members which have terms expiring in April of 2012 to volunteer for another term. Howard received Aye's from all except Keith Lehnherr. Keith explained to the members, Amber, his wife, would be transferring to the Waunakee location of the State Bank of Cross Plains which requires his presence at home to care for their two young children. Carol Larson agreed to fill Keith's position.

Judy Bacha introduced Carol Larson, owner of English Garden to the members. Judy asked Carol to discuss the opportunities and challenges in running a small business on Main Street in Belleville. Per the request of the members, Carol provided her background in the floral and gift industry. Carol relocated from Verona to Belleville 10 years ago. After researching the viability of opening a small floral and gift shop in Belleville, Carol took the plunge. The greatest challenge she faced was financing. Carol was able to obtain a SBA loan. The bulk of her floral orders come through her association with Teleflora and FTD. Carol would like the opportunity to expand the business to include a garden center in the Main Street district. Asked what the organizations and Village could do to assist in sustaining small business, Carol expressed the support to "Shop Local". Discussion from the members revolved around ideas to bring more residents and visitors to the Main Street district through the bike trail, and the lake.

Scott Hayes recommended the Chamber plan a promotion with all local business to buy local through obtaining 10 receipts from local business to "win something". Johan reminded the members that in June of 2012 the fire department will be celebrating 100 years. With that event, the local businesses could coordinate promotions to bring traffic to their establishments. Rick Francois suggested the Village Board approve a resolution to buy local first. Rick also suggested the committee invite the folks at Sara Properties to a meeting to discuss just what are the needs of the community which would attract new business to the area.

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Judy Bacha reminded the members of the upcoming joint meeting between the CDA, Economic Development, the Chamber, and Community Club to be tentatively held January 25, 2012 at 6 PM.

Mike O'Connor moved to adjourn. Rick Francois seconds the motion.

Meeting adjourned at 8:17 AM.

Respectfully submitted,

Judy Bacha
Chair

