Summary Report

Reedsburg Design Team

July 6, 2017

Reedsburg Design Team
Community Design Charrette

In Collaboration with:

City of Reedsburg, Wisconsin
UW-Extension Sauk County
UW-Extension Community Vitality + Placemaking Team

Summary Report Prepared by:

UW Extension
Community Vitality + Placemaking Team

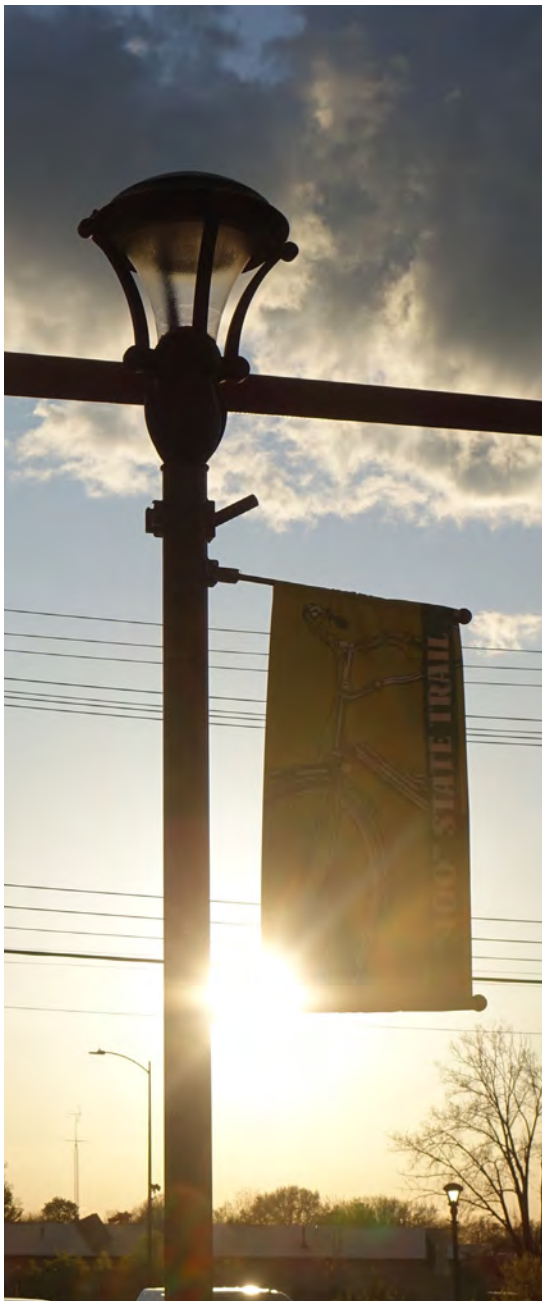
Design Wisconsin Team
A research-based approached to community placemaking

Table of Contents

Introduction.....1
Reedsburg Connected.....5
Reedsburg Connections.....6
Connections in Reedsburg.....7
Connecting People.....8
Connecting Community Assets.....9
Connecting Organizations.....10
Connecting Newcomers.....11
Connecting Families.....12
Connecting Teenagers (1).....13
Connecting Teenagers (2).....14
Housing in Reedsburg.....15
Housing Types.....16
River Connections.....17
Ecological Connections.....18
Bicycle Connections.....19
Crossing Connections.....20
Downtown: Existing Conditions.....21
Downtown: Short-Term Connections (1).....22
Downtown: Short-Term Connections (2).....23
Downtown: Long-Term Connections (1).....24
Downtown: Long-Term Connections (2).....25
Downtown - What Can I Do?.....26
Shared Vision.....27
Leading Reedsburg's Change.....28
Conclusions: Addressing the Big Picture....29
Final Comments.....30
The University of Wisconsin-Extension.....33
Cooperative Extension.....33
The Wisconsin Idea.....33

Summary Report

Reedsburg Design Team 2017



Introduction

On May 4, 2017, a group of 21 planning and design professionals found their way to Reedsburg, Wisconsin to dedicate their time and expertise in hopes of helping the community discover their shared vision for the future. The following report documents the outcomes of the Design Wisconsin Team's visit.

The Design Wisconsin Team

The Design Wisconsin Team is a community design program offered by the University of Wisconsin (UW)-Extension's Community Vitality + Placemaking Team. The Design Wisconsin Team assists local communities to identify and visualize their short-, medium-, and long-range vision.

The Team features volunteers from planning and design professions who donate their time and talent over the course of a long weekend (the Visit). The Reedsburg Design Team consisted of team members from Wisconsin and Minnesota with backgrounds in architecture, urban design, landscape architecture, public art, economics, planning, education, political science, community marketing, and digital communication. Team members immersed themselves in the community. They stayed with host families and led a series of public participation activities. The outcomes of the Visit consisted of large, hand-drawn illustrations of the community's shared vision.

Jennifer Erickson, Professor and Community, Natural Resource & Economic Development Educator for Sauk County, has provided the community with the technical support necessary to bring the Team to Reedsburg and will be assisting the community with implementation after the Team leaves.

Reedsburg Team Schedule

Thursday, May 4

- 7 - 9:00 PM Reception

Friday, May 5

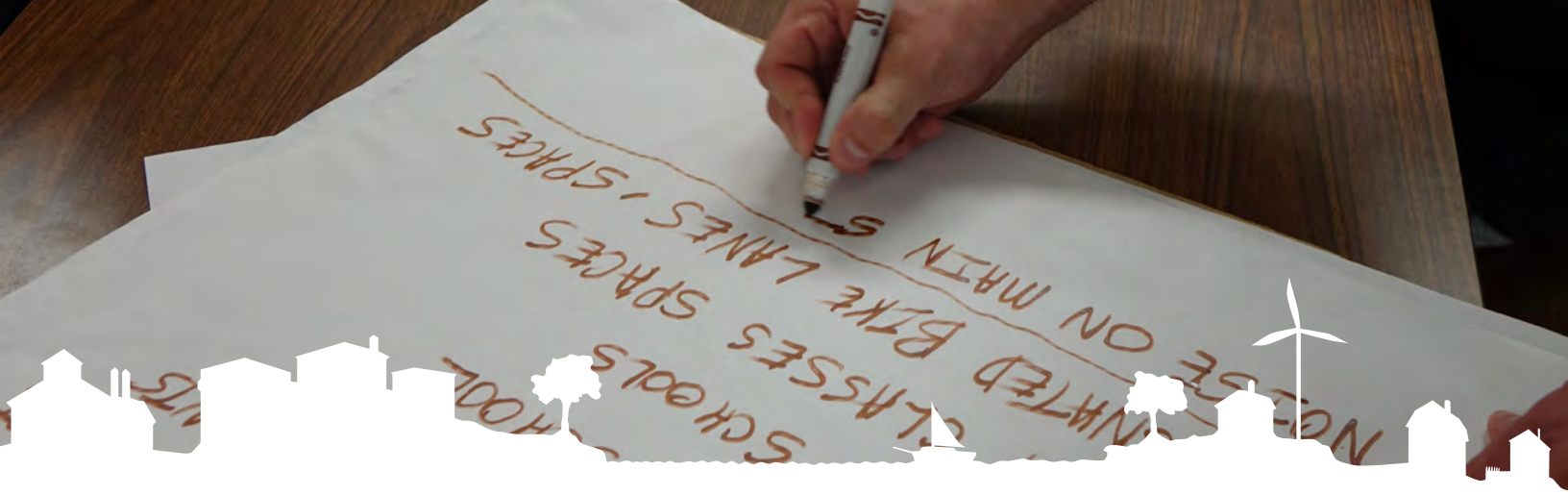
- 8:30 AM Team Meeting
- 9:00 AM Community Presentations
- Noon Focus Groups (over lunch)
- 1:30 PM Bus & Walking Tour
- 3:30 PM Team Meeting
- 6:00 PM Community Potluck
- 7:00 PM Community Workshop
- 9:00 PM Team Meeting

Saturday, May 6

- 8:30 AM Team Meeting & Work Session
- Noon Working Lunch
- 4:30 PM Team Meeting
- 5:30 PM Working Supper
- 6:30 PM Set-Up For Town Hall Meeting
- 7:00 PM Final Presentation
- 9:00 PM Social Gathering

Sunday, May 7

- Morning Farewell Gathering



Community Values

On Friday, May 5, approximately 110 people participated in a group exercise designed to share their hopes and concerns about the future of their community.

Following a pot-luck dinner, community members provided answers to key questions on note-cards. Small groups discussed and summarized answers to the questions. Participants then reviewed all the small group summaries and voted for their favorite responses with stickers. The top responses for each question are listed below.

1. What is your favorite place in Reedsburg?
   - Downtown - Walkable amenities and shopping
   - City parks
   - Baraboo River

2. What needs to change?
   - Utilize Baraboo River
   - Need better non-sport activities for kids
   - Shop local
   - Business development of West Side

3. Who wouldn't feel comfortable living in Reedsburg?
   - Minorities
   - Middle-aged, educated
   - Young professionals
   - City people

4. Twenty years from now, what would you like to see?
   - Riverwalk and trails connected across town
   - More developed West Side
   - More manufacturing, better pay and benefits to keep young kids here

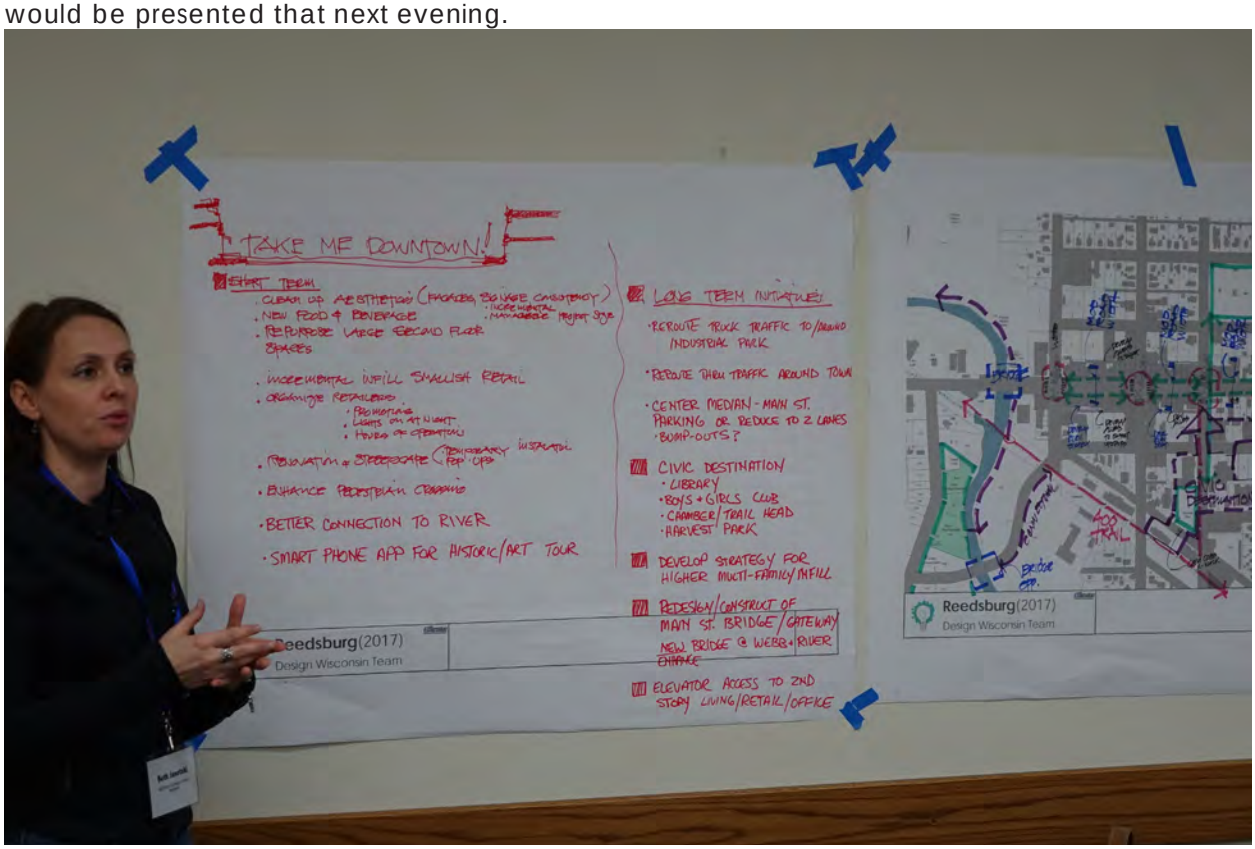
After reviewing the feedback, Design Team members summarized the results as community values that are the basis for a shared vision of the future.

The Big Picture

Three themes came out of the Reedsburg Design Team Visit.

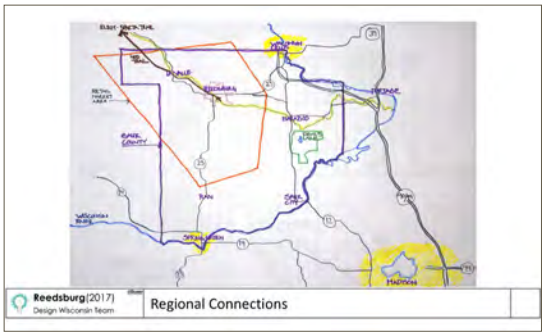
- Connecting With Nature: maintaining and creating new opportunities to enjoy, protect, and promote the amazing natural resources found in the community.
- Connecting People: strengthening existing and forming new physical, social, and economic connections for all community members.
- Connecting Downtown: creating a vibrant downtown that provides economic and social value while expressing the unique character and history of Reedsburg.

These themes framed the work of the Design Team as they developed the peoples' ideas that would be presented that next evening.



Reedsburg Connected

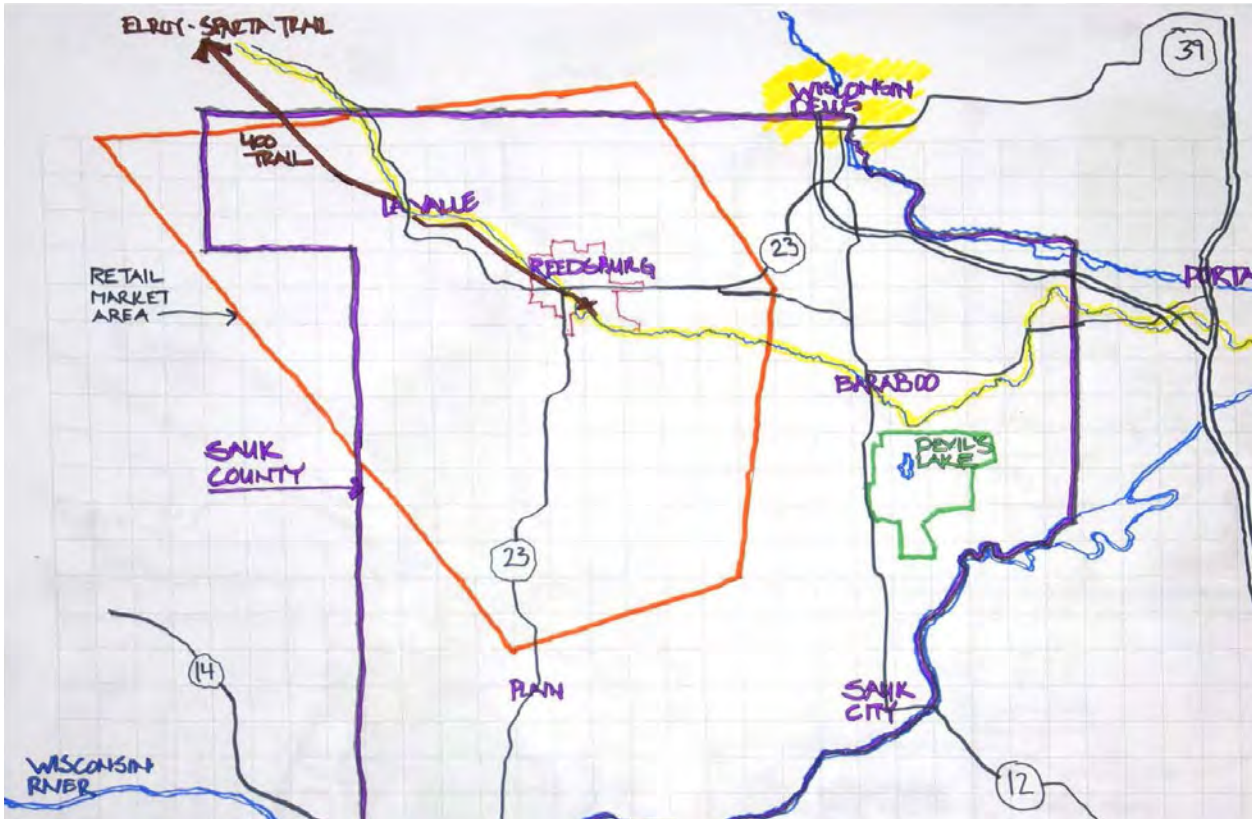
This slide establishes the theme for the presentation. Reedsburg's own logo and motto exemplifies the shared vision of connectivity. The remainder of the presentation focused on how Reedsburg can maintain and develop meaningful connections.

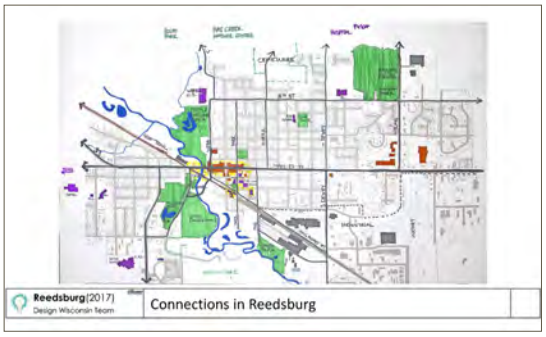


Reedsburg Connections

How Reedsburg relates to the surrounding towns and cities in the region is important. Major roads, the Baraboo River, and attractions such as Devil's Lake State Park and the Dells are significant.

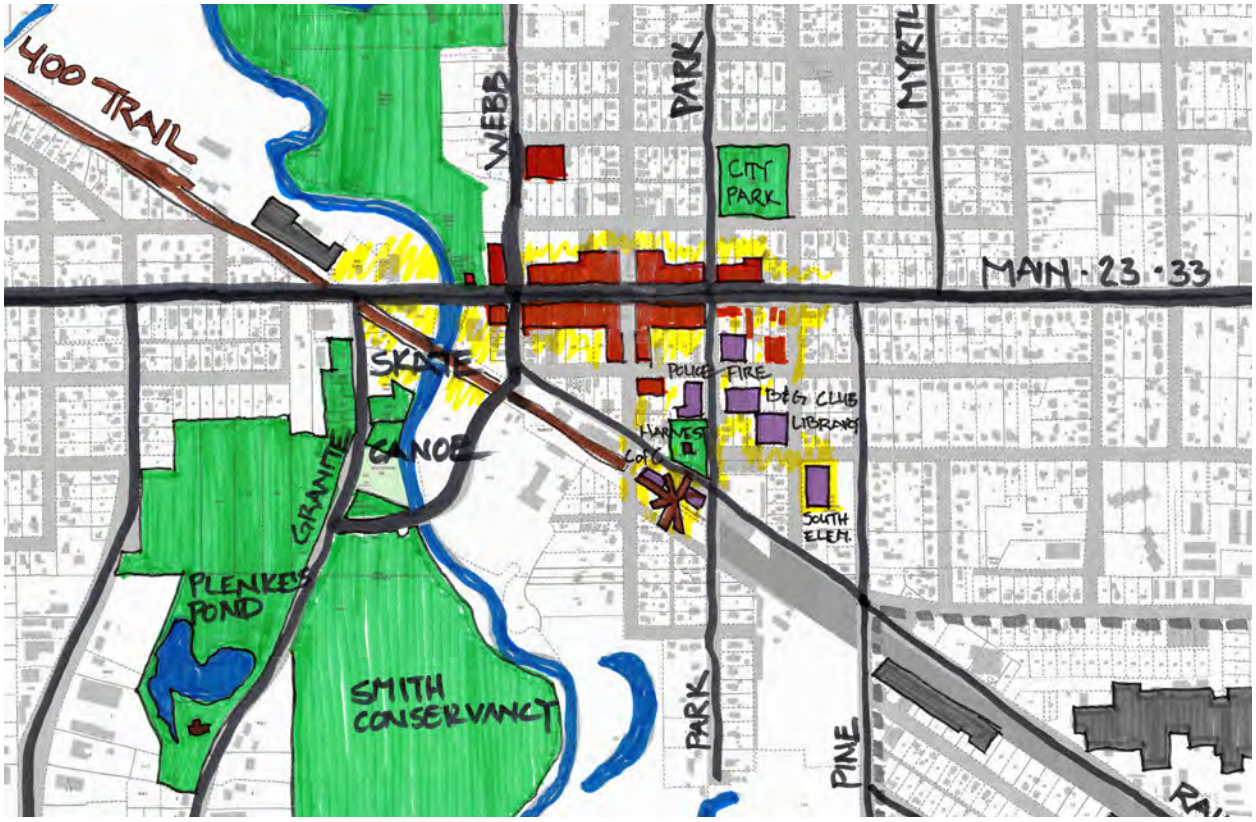
The red outlined trapezoidal shape indicates Reedsburg's geographic market region from which it draws consumers. It shows who Reedsburg sells to and who Reedsburg competes with for business. Reedsburg has a pretty balanced selection of retail businesses. Further analysis may provide additional insight into specific market strengths.





Connections in Reedsburg

This illustration locates the significant places that need to have strong connections for Reedsburg to maximize its potential. Trails, pedestrian routes, and bike lanes can connect park and school greenspaces, the downtown, strip retail, the river, schools, civic buildings and industry.



Connecting People

The Design Team heard from many people that residents are supportive, friendly, and close-knit. Some felt, though, that there is a need to improve connections between people, and between organizations.

Emphasis was placed on connecting people in public spaces and how to better connect and coordinate existing organizations, new organizations or coalitions. In addition, the Team suggested ways for newcomers, families, and teenagers to connect with each other and the broader community.

Connecting Community Assets

This slide lists significant community assets Reedsburg already has which enables it to better connect people and organizations. Three simple ideas the Team suggests for the city may encourage connections between people in public spaces:

1. Install more benches in groupings that encourage conversation.
2. Place Little Free Libraries, which are relatively inexpensive and easy to install, to encourage fun, albeit usually anonymous, connections among residents.
3. Deploy community WiFi in all public spaces and trails to encourage lingering and while enhancing the experience.

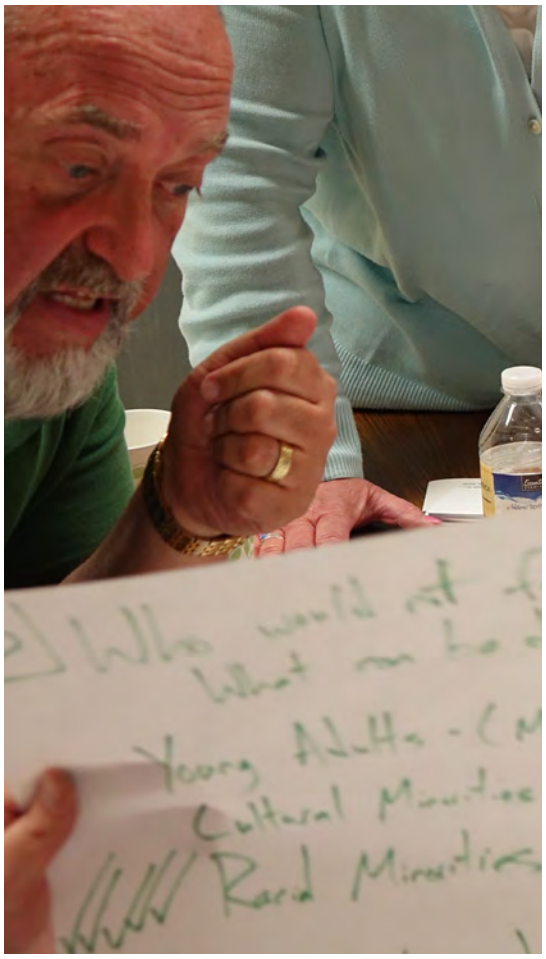
Connecting Organizations

Reedsburg residents are very active and engaged in their community, personally and professionally. That engagement can become stronger and more co-ordinated. Think of ways existing organizations can consolidate and share resources while improving efficiency and effectiveness.

Consider combining the city's several business coalitions into one coalition. Rather than compete with each other, make sure representatives of those groups get together frequently to coordinate, collaborate, and support each other's endeavors.

Local business, health, and educational institutions need to work together to ensure they know what roles each has and what each can do in order to support each other's activities of mutual interest. Reedsburg also has many service clubs. Meet on a regular basis to coordinate and collaborate.

The Team suggested three new ventures. First, establish a mentoring program among the business, arts, education, and health industries. Second, establish an ambassador program, whereby local employees learn about Reedsburg's history, current amenities and assets, connect with others from different employers, and enhance customer service skills. Finally, develop and support a volunteer center with a staff coordinator who will connect people's talents and time with organizations in need of their skills.



Connecting Newcomers

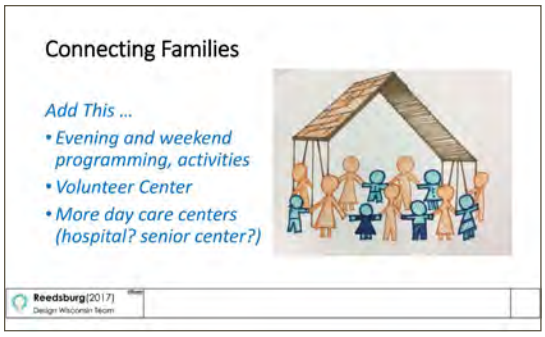
Moving to a new community is one of life's major stressors. Many Reedsburg residents have such long-standing roots and strong ties within the community that they may not realize newcomers sometimes find it hard to feel welcomed and accepted.

The Team suggests the establishment of a formal "Newcomers' Club." The club would organize regular social activities such as outings, book clubs, card circles, and provide newcomers with connections to other newcomers, as well as to established organizations, activities, and people.

The volunteer center/coordinator should provide newcomers with information about the programs when they arrive. Early engagement is an opportunity to help new residents connect with, and invest in the broader community.

A 'Young Professionals' group should be reestablished. Such a group, in conjunction with the mentoring program, would help the city attract and retain younger workers and families.

Finally, many people asked for a central, public gathering space, such as a casual, friendly coffee shop. A coffee shop could also be part of a larger space with a small business incubator that includes creative arts businesses. A center of innovative entrepreneurship would be a great asset to the city's downtown.



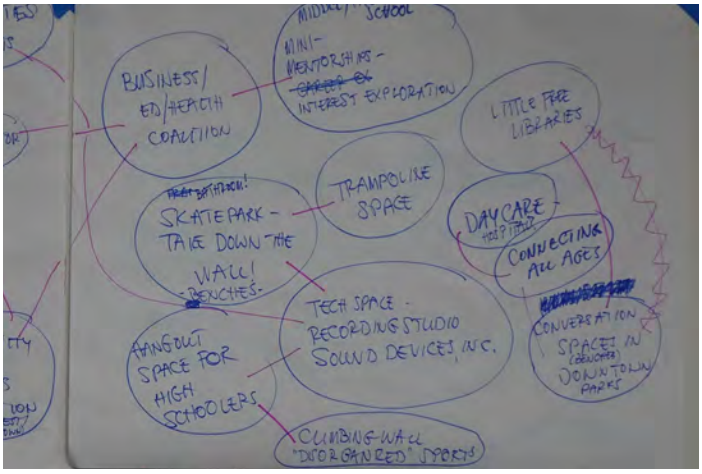
Connecting Families

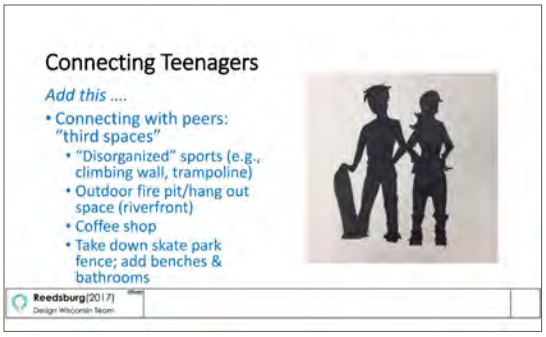
Even though Reedsburg residents are generally happy and feel as though they are a part of the community, they are in search of connections that enrich and support their families.

Many organizations offer family activities. Most are offered during weekday work hours. That precludes participation by families with parents that work at those times or with children in school.

Families expressed the need for more daycare. Because existing centers have waiting lists, many rely on in-home care providers. Perhaps daycare centers could be established near or by the hospital or the senior center, adding the additional benefit to the community of intergenerational interactions. Consider developing a public-private partnership to support the creation of additional care facilities.

Again-a volunteer center with a paid coordinator which is strongly marketed and promoted would serve to help connect families with each other, as well as encourage them to invest more in the community.





Connecting Teenagers (1)

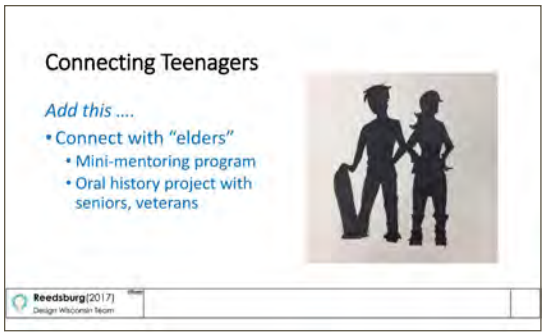
The Team heard that Reedsburg teenagers desire ways to make more connections with each other and the broader community. Reedsburg does an admirable job of providing amenities for children (i.e. the recent establishment of the Boys and Girls Club). However, it is not clear if high school age students take advantage of programs offered for their age group. Further, it is part of development for older teenagers to exercise independence by spending time in non-monitored spaces.

Creating or enhancing youth "third spaces" (outside of home and school) is particularly important for this demographic. The Team suggests the City consider

- "disorganized" sports equipment in public parks, such as a climbing wall or a trampoline, and
- an outdoor fire pit and hang out area along the riverfront.

The existing skate park is a resource that could be made more welcoming and part of the community. Remove the fence that surrounds the park, install benches, and bathrooms (perhaps nearby if there is not enough room on the property).

The previously-suggested coffee shop/internet cafe/incubator space would be a draw for teens. Locating these spaces in relatively open areas offers the advantage of making visible teenage activities so the community can keep a "watchful eye" on activities while still providing an appropriate level of young adult independence.

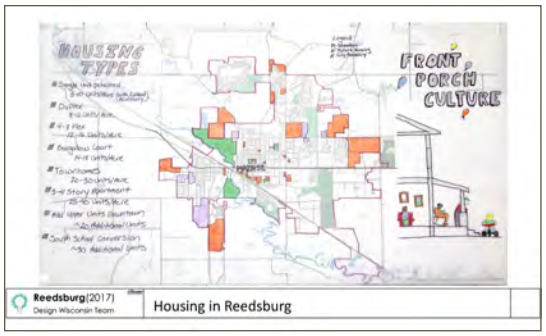


Connecting Teenagers (2)

The Team also suggests ways to connect teenagers with other people in the community. The purpose is to provide them with firmer roots, deeper understanding, and longer-term ties with the City, it's history, and residents.

The middle and high schools could implement "mini-mentoring" programs. For 1-2 school days annually groups of students could sign up to shadow adults with work that interests them. Work could feature Reedsburg arts, business, health care, hospitality, or manufacturing industries. Students could also conduct oral history projects with senior residents and veterans living in Reedsburg.

Intergenerational connections benefit both age groups.



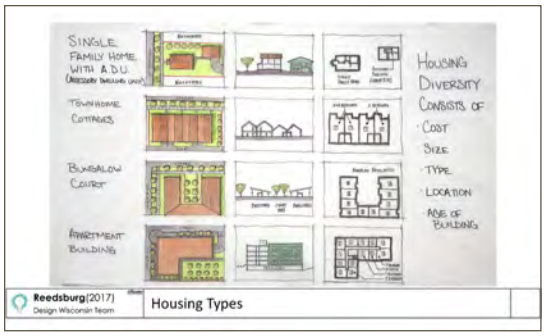
Housing in Reedsburg

Reedsburg is fortunate that most homes are well-maintained and attractive. New types of homes have been introduced in the community. The senior apartments on Main Street are one example. However, some types of housing are limited or lacking. This discourages some people from being able/willing to relocate to the community.

Part of this is due to changing demographics and residential demand. Relocated workers rent rather than buy. Older and younger households prefer to rent. The demand for low-maintenance home options continues to increase. Homes of different types can provide high-quality options for households at varying income levels. New types of homes can help create neighborhoods where it is more likely for neighbors to meet each other and interact. This is what designers call "front porch culture."

New homes of different types can be introduced at infill lots, as accessory units on existing parcels, and through new development in peripheral areas throughout the City. Some options are indicated on the map.

Since housing development takes time, "front porch culture" can also be encouraged in other ways. This Front Yard Placemaking Toolkit provides some ideas: http://www.musicantgroup.com/blog/front-lawn-placemaking-toolkit

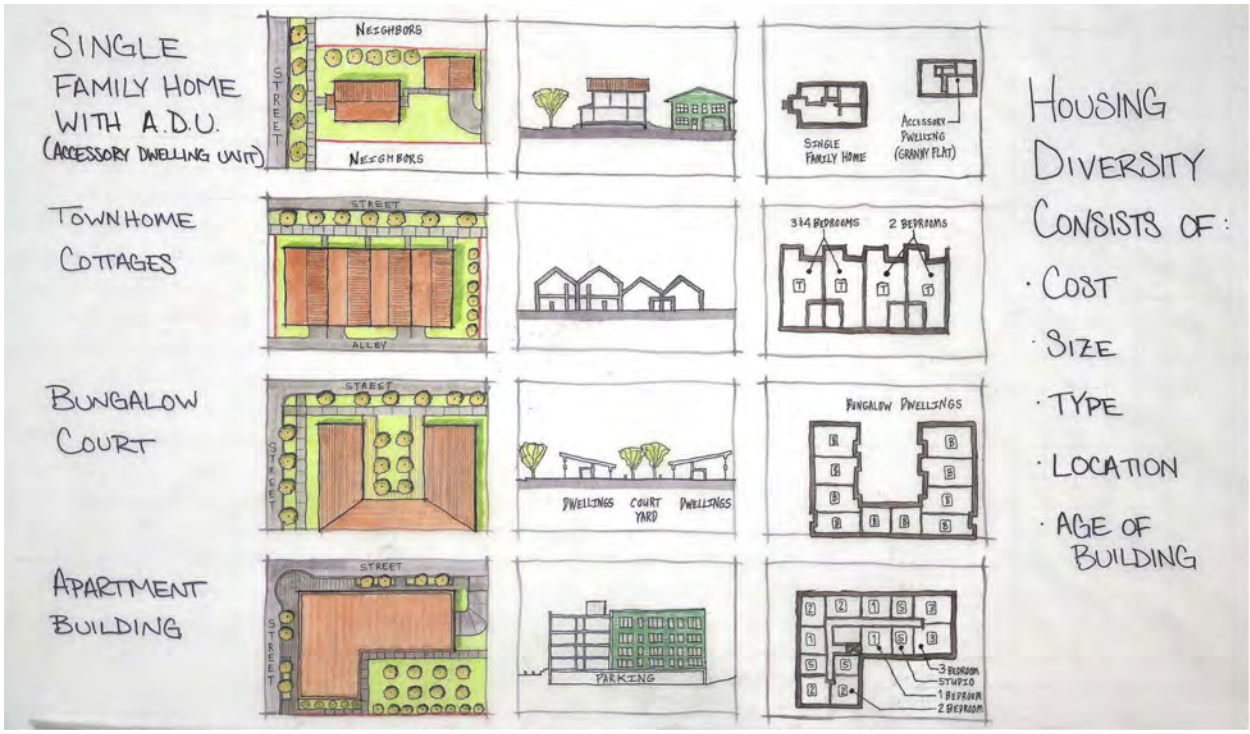


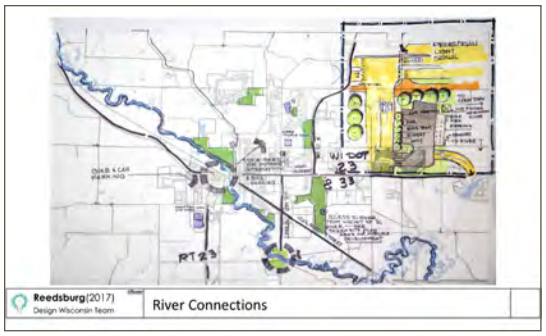
Housing Types

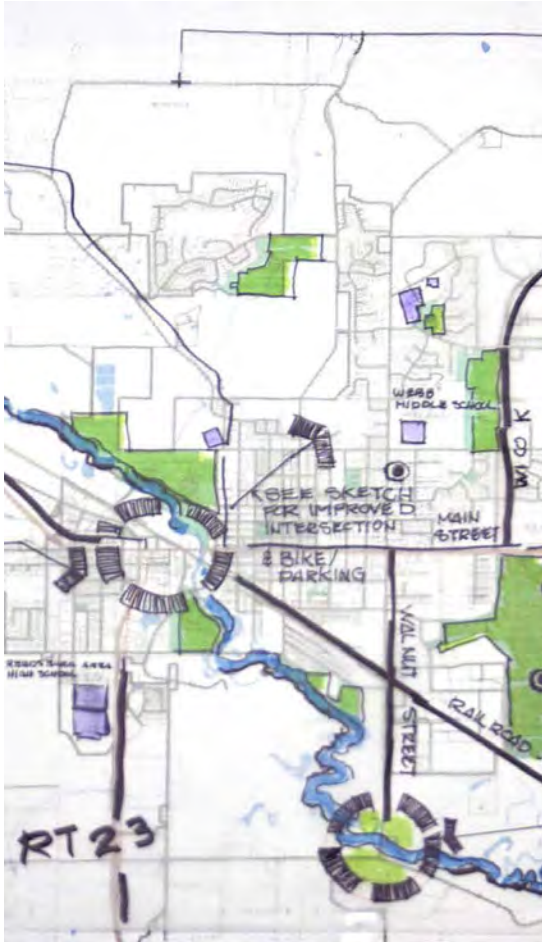
This illustration shows housing types appropriate for Reedsburg. Many of these achieve higher densities without creating large multi-family buildings. This makes it easier to fit into the existing neighborhoods. Rental, coop, land-trust and condominium ownership further diversifies cost-lowering options.

Several housing types such as the accessory dwelling unit and bungalow court, encourage community among residents. Examples include:

- convenient care for older adults;
- safe places for children to play;
- accessible units; and
- living arrangements that help residents transition between life stages within the community.







River Connections

As the Baraboo River weaves through the community it provides opportunities for wildlife, wildlife viewing, outdoor recreation, and economic development. The community emphasized the need to focus on the Baraboo and to find creative ways of leveraging it as an asset.

The Team suggested the development of a bike and pedestrian trail that would run along the south side of the Baraboo River connecting the existing bike-way from the northwest into town. A riverside location offers more enjoyment of nature while connecting to community services and amenities.

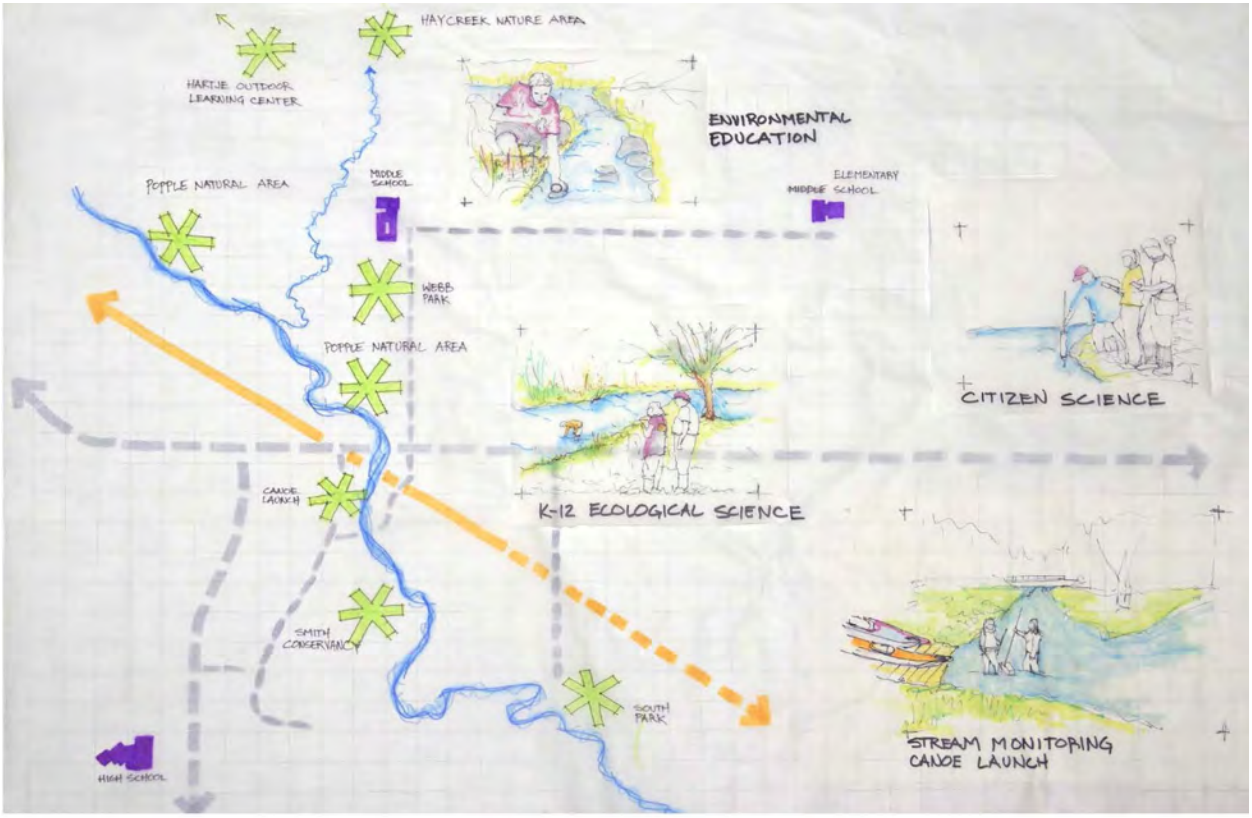
Key intersections should be developed as public areas, nature and culture interpretative areas, and retail that encourages trail users. Land use choices at those intersections need to consider the flood plain, economic feasibility, and public safety. Structures located at those locations should represent the best that Reedsburg offers. Care should be taken to develop these strategic locations as valued community places.

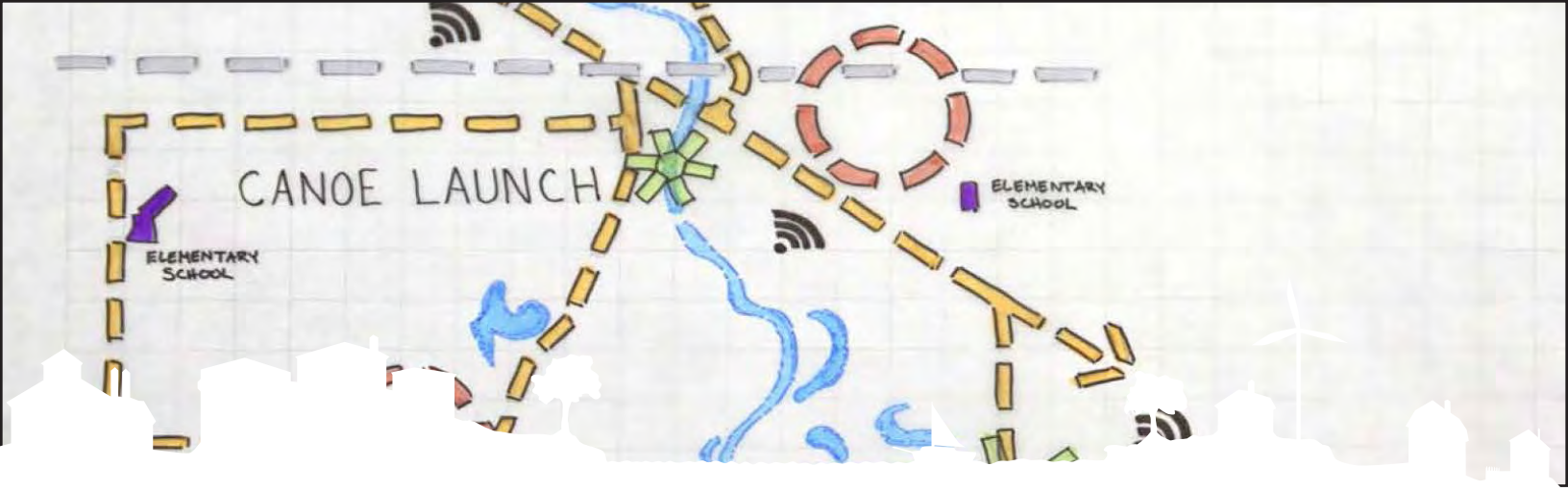
Implementation may require a coalition of interested community members to navigate the political and regulatory landscape as well as conduct fund raising and grant writing activities. Consider re-purposing existing groups and organizations before creating new entities. Identify common values and missions that support this endeavor. Work with local, county, and state agencies to secure the necessary resources for making this a reality. Most importantly, this should be a labor of love - created for the people, by the people.

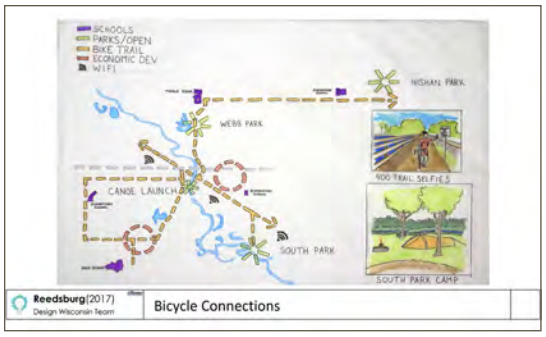
Ecological Connections

It is important to connect people to their natural environment in meaningful ways. Environmental education and research can be performed in a variety of ways by a variety of people.

Citizen science and environmental education activities such as water testing, monitoring and removing of invasive species, conducting species surveys in critical habitats bring K-12 classrooms outdoors and connect students with natural environment professionals.



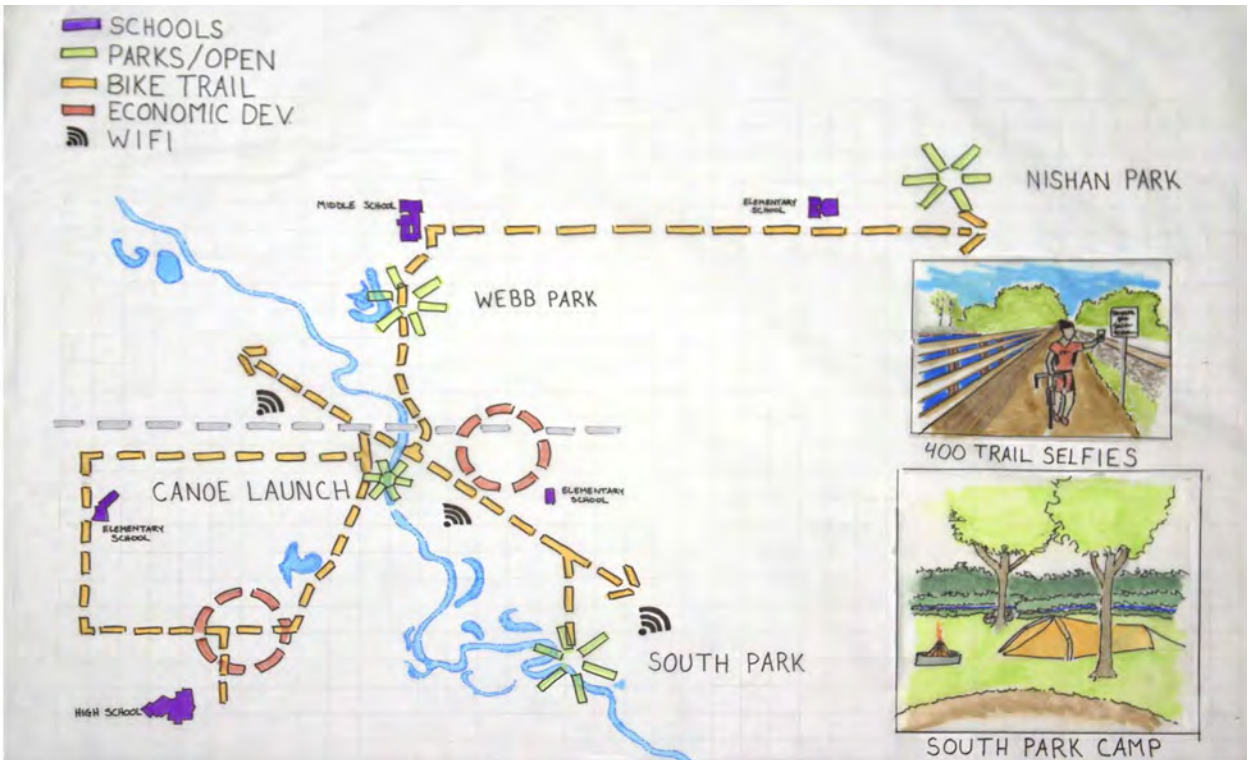


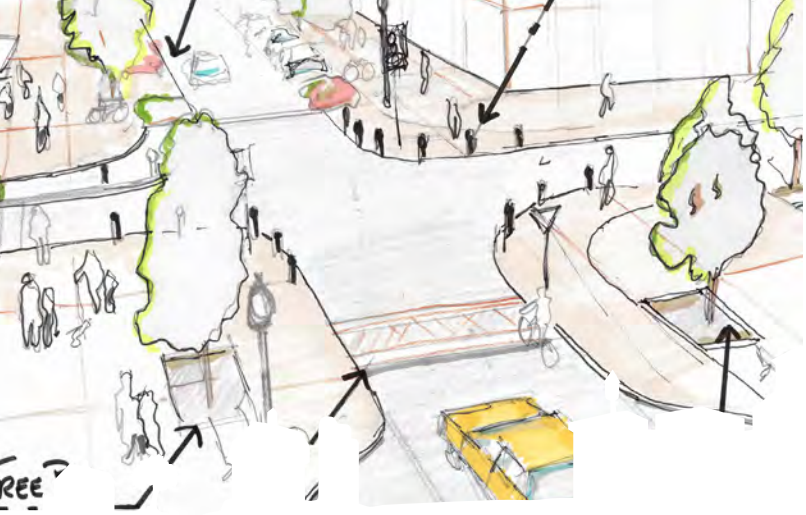


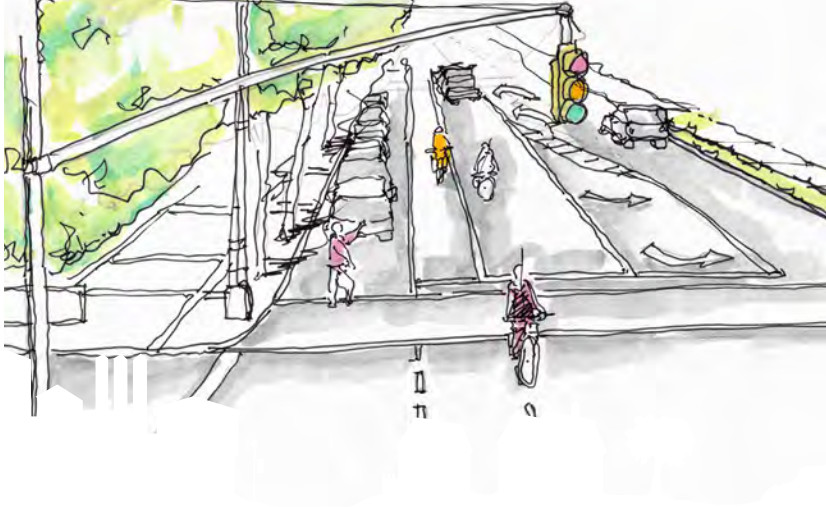
Bicycle Connections

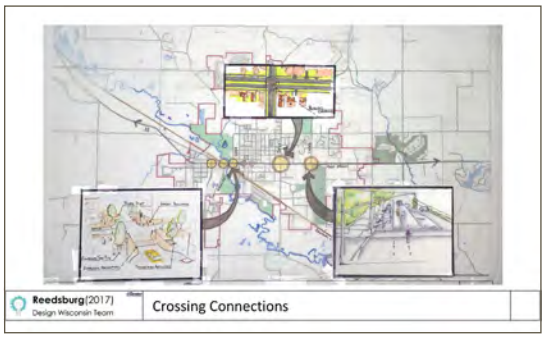
With careful planning and design trails can create and support significant community and economic development opportunities. The current bike plan identifies alternatives and realignments that connect schools, greenspaces, and community services.

Create significant experiences where the 400 Trail connects with the community. These are strategic locations that can be used to transmit Reedsburg's value to visitors and residents. In addition, leverage the power of the community's internet infrastructure to create a Wifi-enhanced trail experience that compliments tourism, hiking, biking, camping, historic preservation, ecology education, eco-tourism, and economic development.





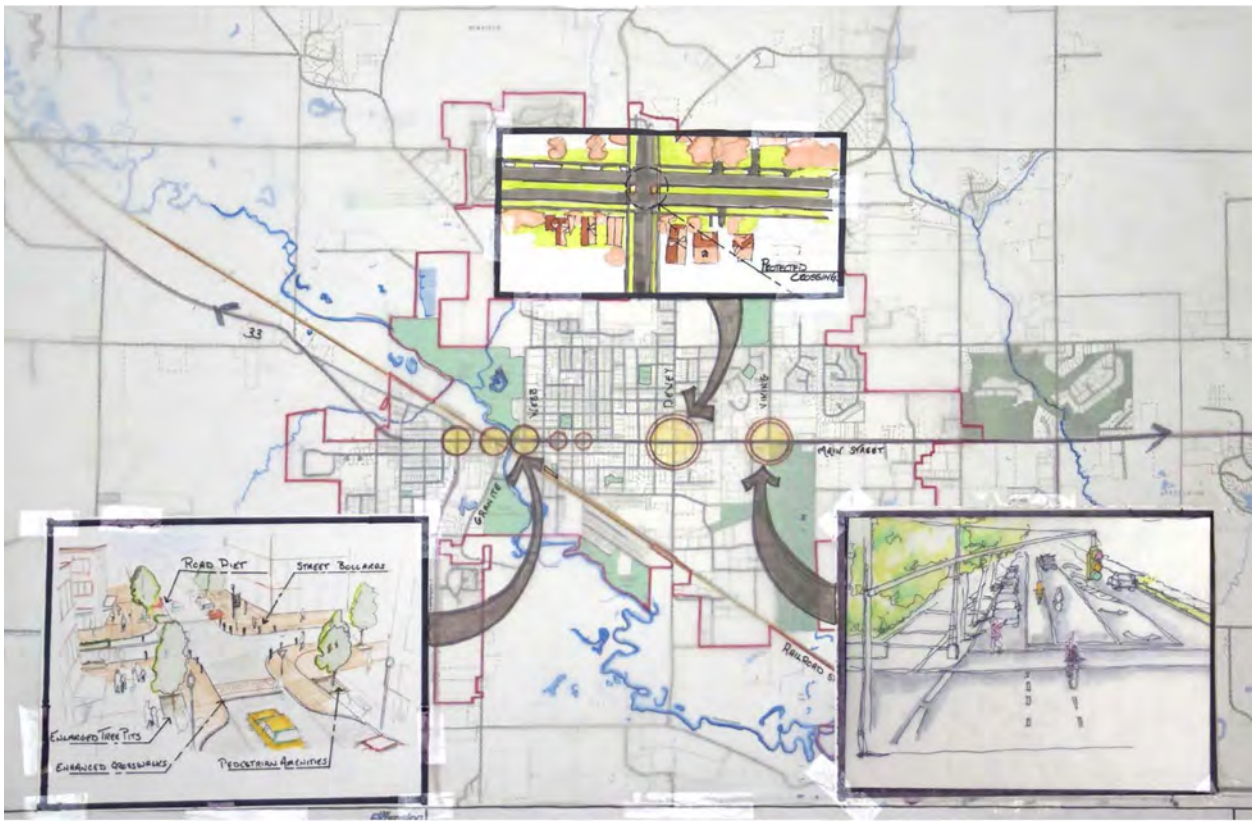


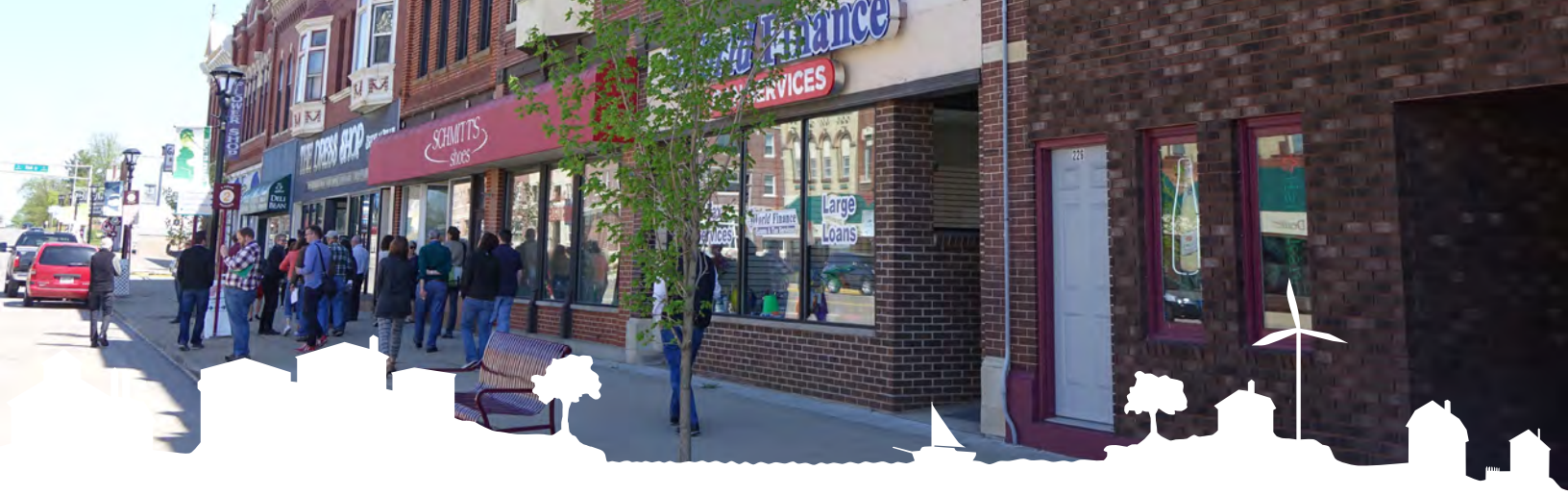


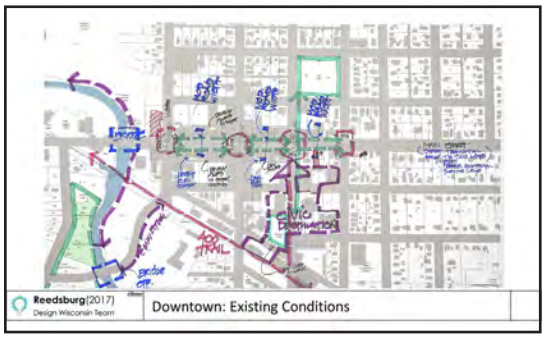
Crossing Connections

Downtown is the economic and cultural identity of Reedsburg. Changes to the transportation system are necessary to enhance and protect those businesses and activities.

Consider a "road diet" that redirects truck traffic and through traffic away from the downtown. Safety improvements at intersections and traffic calming devices such as bollards, bump outs, and pedestrian islands increase safety while enhancing the experience of the downtown.





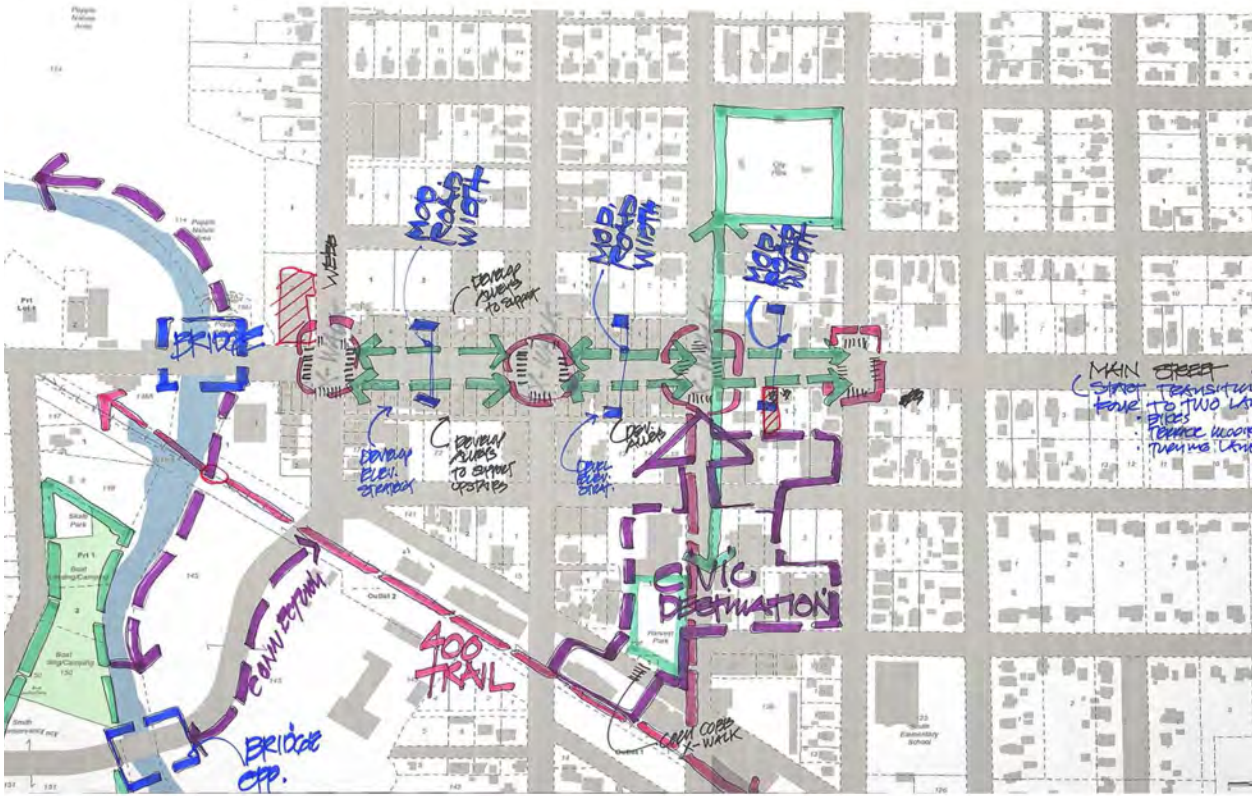


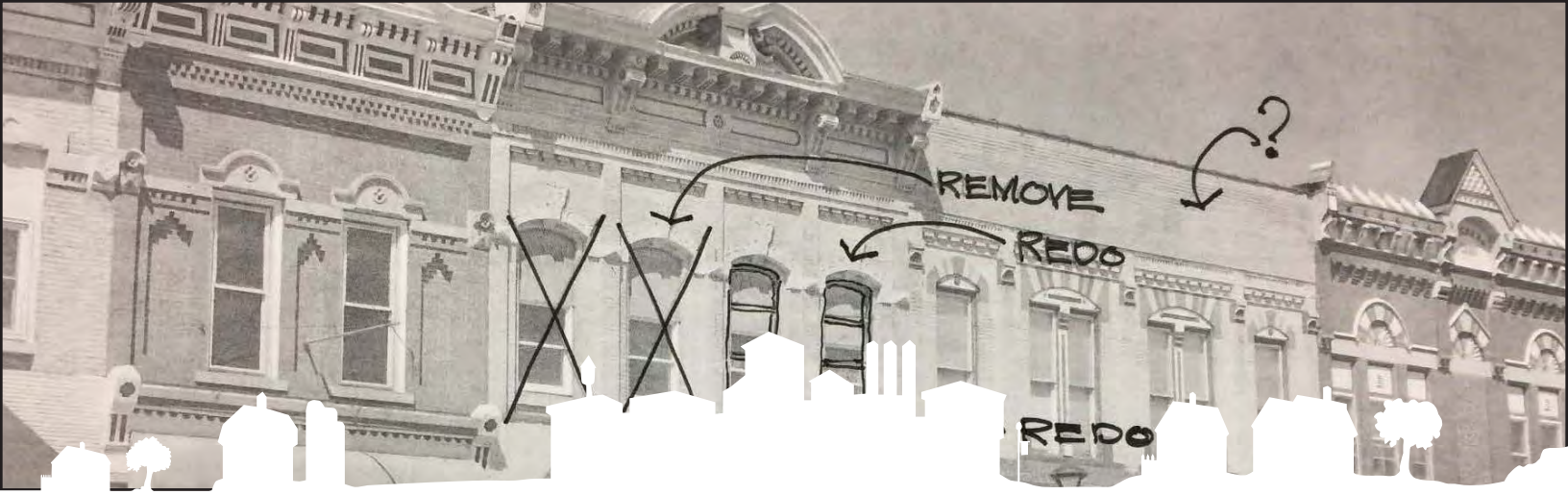
Downtown: Existing Conditions

Reedsburg's downtown is generally identified as the four blocks extending east from the river. The Team recognized that the City also has developed a "civic core" south of Main Street that includes the city municipal buildings, visitor center, and library.

Consider streetscape and other infrastructure investments that produce a stronger north-south connection between City Park and the civic core.

Create a downtown network of significant places that define Reedsburg's unique sense of history, culture, and small town life.





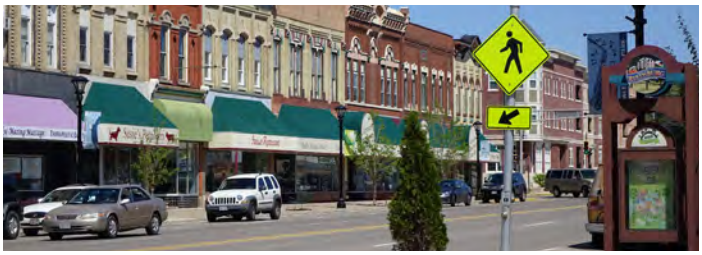
Downtown: Short-Term Connections (1)

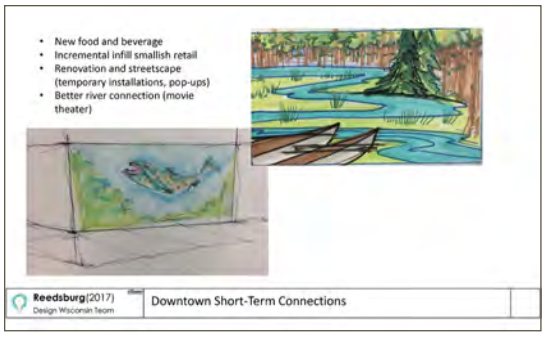
Reedsburg is fortunate to have many thriving businesses downtown. Create an environment that encourages visitors to shop and explore these businesses, as well as the parks and natural amenities. The enhanced experience will encourage more visitor spending. One strategy is to restore historic elements of the buildings that have been altered over the years.

Consider visually consistent facade improvements to create a more attractive downtown. Vacant upper floors could be restored and add needed residential units to downtown. Residential rent income adds funds to pay for facade restoration. Second floor residents would also be more likely to shop downtown and provide additional activity during evening and weekend hours.

Downtown Reedsburg has other assets including: unique murals, way-finding signage, Ruminant Park, the Depot and trailhead. Streetscape elements that help visitors find these destinations, such as additional evening lighting for those dining downtown will also improve the experience.

There is not enough evening customer traffic now to sustain much expanded night time retail hours. Experiments with periodic regular evening hours such as a First Friday or Third Thursday event can draw customers typically unable to shop during the business day. Additional activities also strengthen the draw.

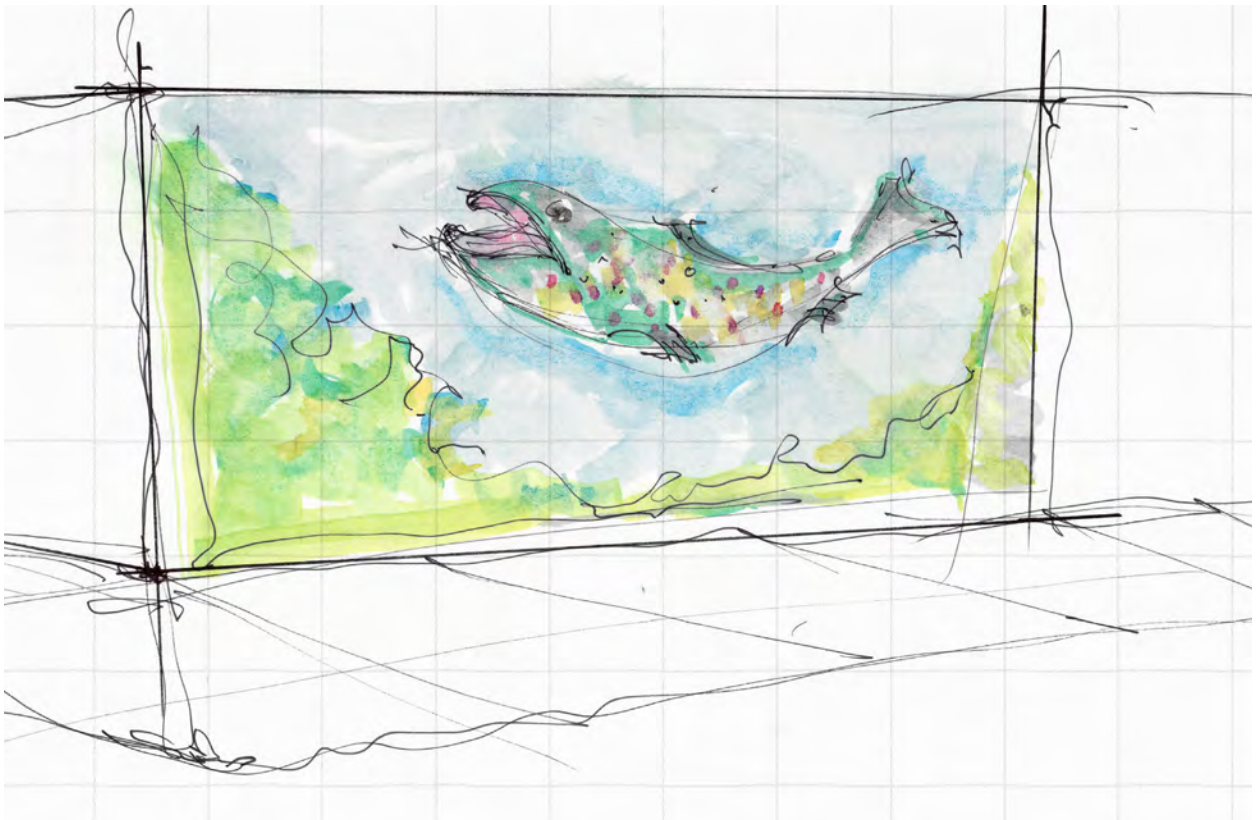


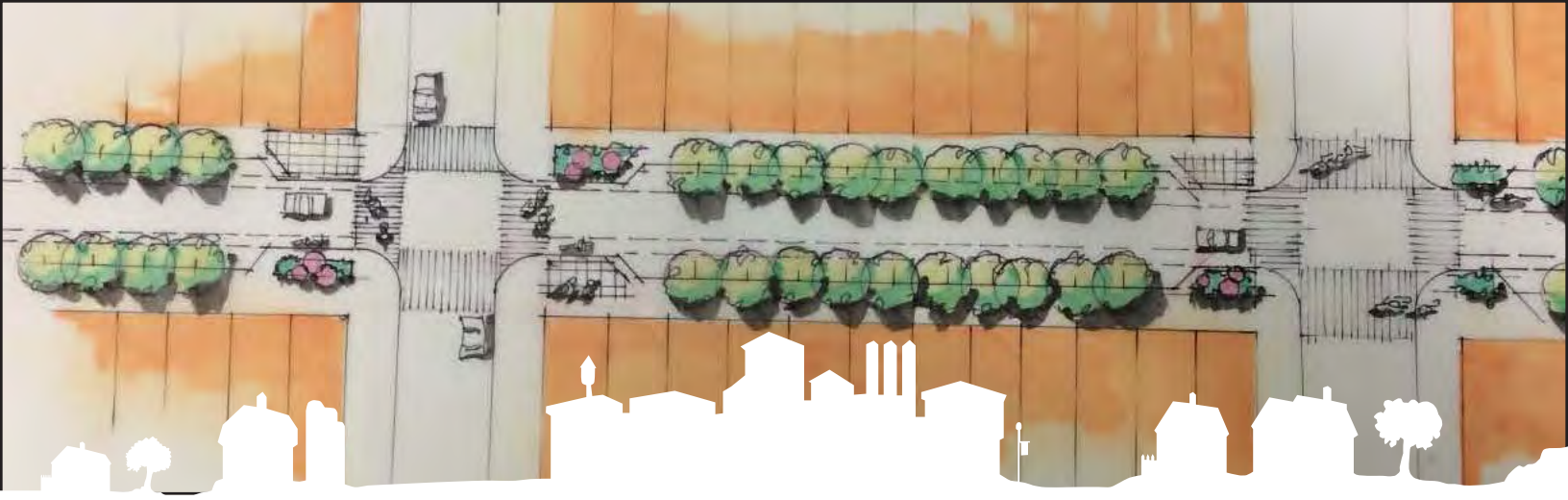


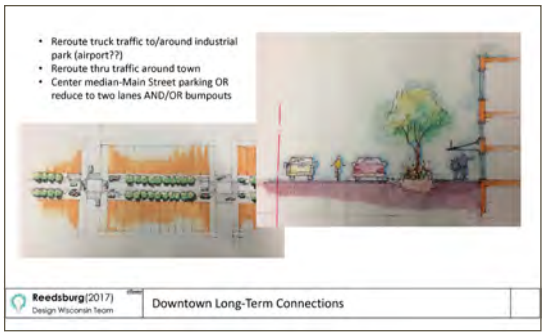
Downtown: Short-Term Connections (2)

Encourage additional downtown retail that fills market gaps, complements existing strengths, or meets a community need. Community members suggested coffee shops, women's clothing, and children's toys/gift ideas. Shopko is the primary source for clothing and toys in the Reedsburg area but stock and variety were noted as sometimes lacking.

A mural with a river theme located on the south side of the movie theater would inform motorists of the bridge as they approach the river crossing. It would create a connection and potential entrance to an improved river walkway area.







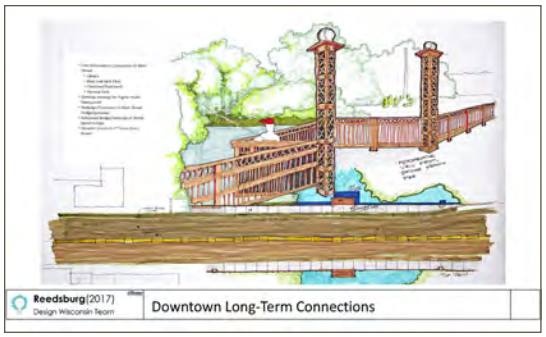
Downtown: Long-Term Connections (1)

Main Street in downtown Reedsburg is a state highway. The road carries significant through traffic and is the major truck route to access the industrial area southeast of downtown. The traffic and truck noise is detrimental to the experience of downtown as a place for community activity. The Team discovered conversations cannot be held by pedestrians due to truck traffic noise reverberating from the surrounding buildings. This does not inspire lingering, conversation, or sidewalk cafes.

Consider rerouting a significant portion of truck and through traffic away from the downtown area. This long-term goal is part of continued planning for the downtown area. Community members suggested underutilized airport land be used as the east entrance into the industrial park. The downtown bypass would begin south of downtown. Further studies should be conducted to better understand the impact on the broader community and the downtown.

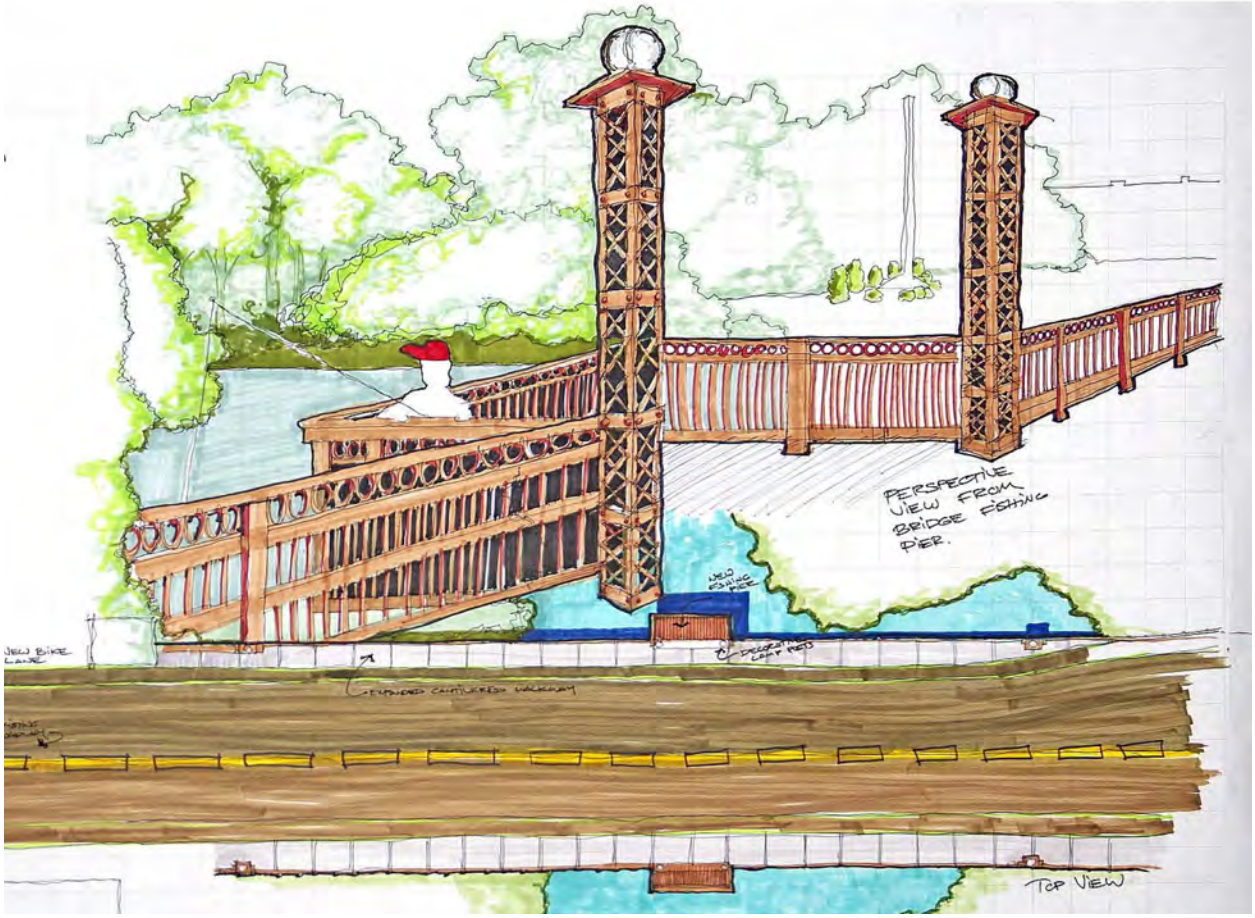
If a bypass were constructed, downtown streets could be redesigned to encourage pedestrian and bike traffic with lower speeds for automobiles and noise reduction. Traffic should be reduced from two lanes in each direction to one lane in each direction.

Additional suggestions have included additional parking and center medians or corner bump-outs that are pedestrian friendly and decrease the distance to cross the road.



Downtown: Long-Term Connections (2)

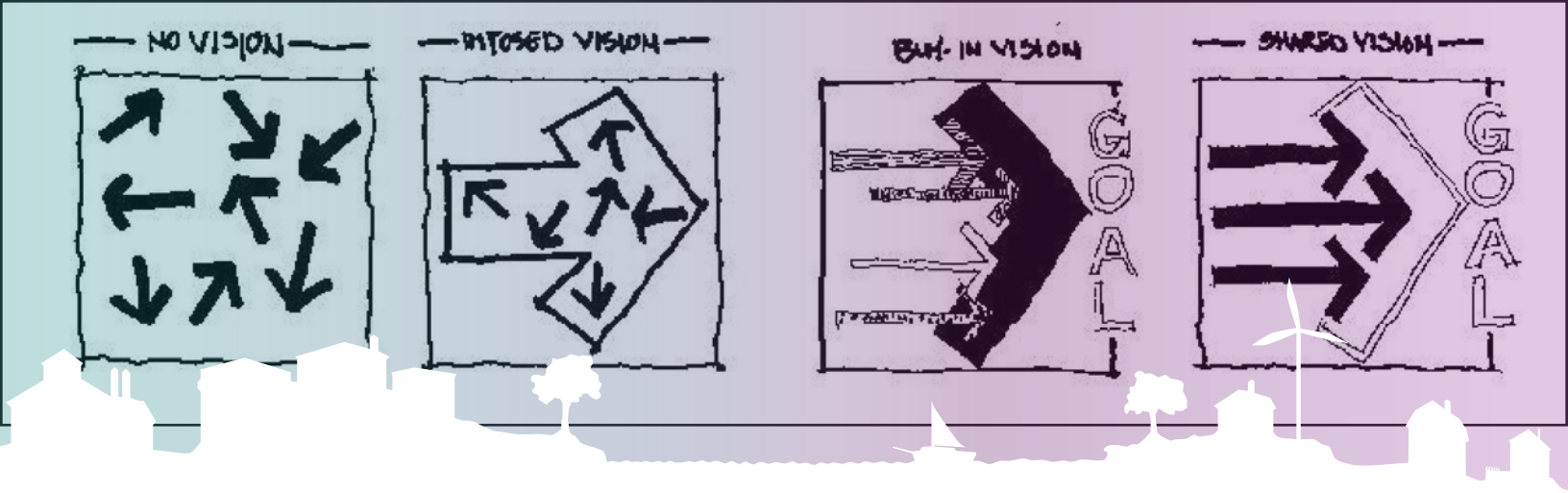
The Baraboo River bridge could serve as a symbolic gateway to the downtown that celebrates nature. Since the river was identified as a valued landmark, the Team suggests that the bridge design be improved to encourage visitors and residents to walk across and linger on the bridge. Aesthetically pleasing railings and design may start to tie the bridge to the river below while bump-out areas may encourage fishing from the bridge.

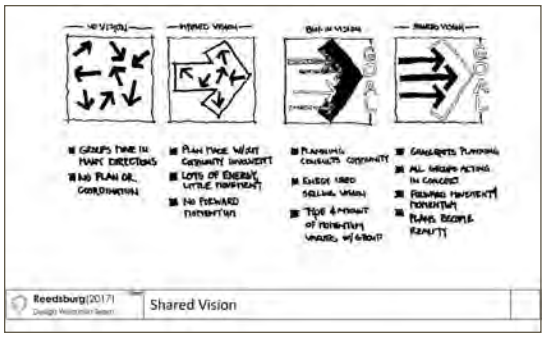


Downtown - What Can I Do?

The Team was struck by the painted pedestrian crossing near the Baraboo Area Chamber of Commerce and believe that this could be a valuable method of adding local art (or possibly a school project) to the community and create a welcoming environment. Likewise, even the decorative crosswalks on the adjacent intersections of downtown draw people north and south of Main Street into the civic destination area we've defined. Painted crosswalks could be pursued quickly to add immediate impact within the community. It has been noted that such crosswalk art would need to be restricted to the side roads as decorative crosswalks are not allowed on Wisconsin Department of Transportation controlled roads.

Another near-term opportunity is to create a smart phone app that provides visitors with a tour of the historic downtown. A similar tour could be established for the public art in the downtown zone. Such apps could draw together individual talent in the community to share knowledge with the broader community and visitors Reedsburg attracts.





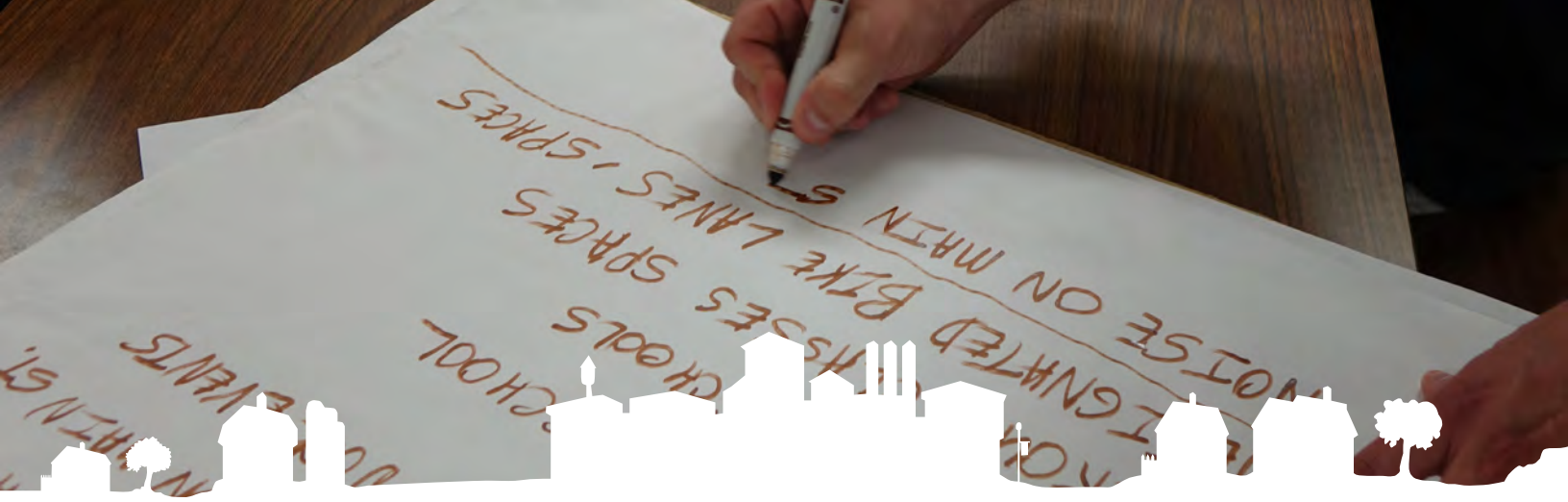
Shared Vision

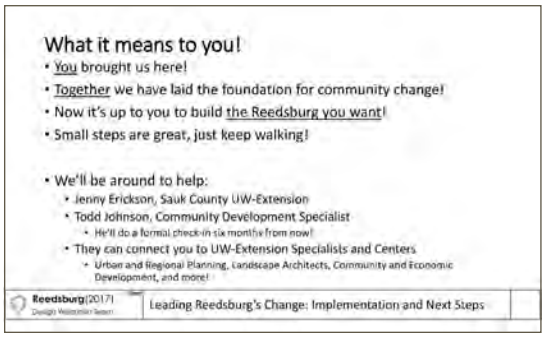
We don't know where we're going unless we have a vision of the destination.

If there is no vision, different groups and efforts go in all directions and there is no progress. Some communities - large and small - look to a charismatic leader or organization to provide and impose a vision. A lot of time, energy and resources are spent imposing and dragging wandering individual groups along. There may be progress, but there is little momentum as groups still work on their priorities.

Often a well-intentioned individual or group comes up with a vision that has some basis in the community's reality. The visionaries sell that vision to the leaders and groups in the hope they buy into that vision. There is potential for progress and some momentum. However, each individual and group still has their own priorities.

A shared vision is the result of a grassroots process of conversations. It may take longer to discover or uncover or recognize, but when that happens everyone has an aha moment. They all see community priorities that will order their individual priorities. Rather than spend time and energy to sell the vision, the vision is celebrated. Leaps of progress are possible as momentum builds.





Leading Reedsburg's Change

In his 1995 book, "Leading Change", world-renowned Harvard Business School Professor John P. Kotter offers the following.

To successfully implement change, communities need to:

1. Establish a sense of urgency;
2. Form coalitions;
3. Create a vision;
4. Communicate that vision; and
5. Empower action.

Reedsburg has already succeeded in achieving the first four items above. It is now time for community members to identify who has the passion, commitment, and ability/skills to realize your shared vision for the future.

Plan and create wins for the community by:

- Using Reedsburg's existing community groups to tackle these projects. If an existing group can't do what needs to be done, then create a new work group.
- Finishing small projects that have immediate impact. Small steps are great, just keep walking.

Your county UW-Extension office and Wisconsin Economic Development Corporation's Connect Communities will help your community connect to UW-Extension specialists and research centers, planning and design professionals, community and economic development, and more.

Conclusions: Addressing the Big Picture

The Design Wisconsin Team can propel a community into implementation with a fast-paced process that generates inspiring images of the future. But because of the pace, sometimes not all the ideas end up on the drawings. The following text summarizes how the Team addressed each of Reedsburg's "Big Picture" themes along with some additional information that may not have appeared in the final drawings.

Connecting With Nature: A Place to Live

The access to nature is perhaps one of Reedsburg's strongest assets. Reedsburg has an opportunity to be the community in the region that is not the water-park town, not the big box retail town, but the place people want to live. The natural environment coupled with trail and water access can be used as a community development strategy that promotes healthy living and appreciation of nature.

Connecting People: Business Incubation & Veterans

Other ideas that did not show up in the final presentation revolve around strengthening and expanding existing businesses. Connect them to new workers and potential entrepreneurs. The technical college and high school have the potential to develop relationships with existing businesses that can provide opportunities for infill development in the downtown using incubation spaces. With appropriate support, these businesses can quickly respond to changing economic needs and technology. In addition, Reedsburg should consider recruiting military veterans who may be interested in living in a rural community and have the technical training to enter to workforce directly or offer technical advise to entrepreneurs.

Connecting Downtown: Your Identity

The downtown is more than a collection of businesses and residencies along a road. It projects the unique character, history, and vibrancy of the entire community. Downtown businesses benefit from being a part of the community's identity and have a responsibility to contribute towards it in a postive way. These businesses often require a critical density of other businesses, activities, and people to thrive. Emphasis on the quality of experience (safety, lighting, vegetation, materials, aesthetics) is important and often needs extra support.

The Team focused on strategies that bring more people and activities to the downtown while enhancing the user experience. Rerouting truck traffic through the airport property, integrating local art into the streetscape, creating opportunities for additional business and new residential options all contribute to the downtown as a public good. Connected by an inviting bridge with reduced truck traffic, we anticipate that the west side business district will be the location for expansion once the downtown has reached its capacity for growth.

Interconnected: Community Broadband

In the community and economic development world reliable and affordable high-speed internet is critical. Reedsburg is one of a handful of communities in Wisconsin that can control much of its own destiny when it comes to broadband.

All the strategies listed benefit from use of communication technology. We strongly encourage Reedsburg to develop new and exciting ways of connecting people, businesses, and ideas with this valuable infrastructure.

Some questions to consider are:

- How might Reedsburg position itself as a communication technology leader ?
- What innovations will Reedsburg develop in the areas of business incubation, community education, tourism, entertainment, health, and natural resources?
- How can the community use WiFi in the public realm to strengthen and shape the sense of community in Reedsburg?

Final Comments

The Design Wisconsin Team process provides a glimpse of a community's shared vision for the future. The drawings represent ideas the Team Members believe could help the community realize their vision. Because of the fast-paced nature of the process, only the strongest and most important ideas are expressed. The community is responsible for developing the ideas and implementing the results. It is an opportunity to invite people to share their time, talent, and passion to create positive change in their community.

Reedsburg Team Members

Thanks to the following people who dedicated their time, talents, and passion to bring the Design Wisconsin Team to Reedsburg.

Volunteer Committee

- Co-Chairs: Brian Duvalle, Kristine Koenecke, and Sarah Pittz
- Executive Committee: Blake Duren, Patti Hulse, Joann Mundth Douglas, Donna Neuwirth, Jay Salinas, Vicki Schulenburg, and Kari Walker
- Committee Members: Peggy Albert, Nick Bauer, Robin Brenner, Ervin Borleske, Stephen Compton, Dori Conlin, Carrie Covell, Andrew Denman, Cindy Dries, Zach Meyer, Rita Montgomery, and Marti Prorok

Contributors
UW-Extension Sauk County, Sauk County, City of Reedsburg, Reedsburg Revitalization Organization, Reedsburg Area Chamber of Commerce, Reedsburg Area Medical Center, Fusch Community Center, Madison College, School District of Reedsburg, Webb Middle School, Sacred Heart School, Reedsburg Public Library, Reedsburg Utility Commission, Touchdown Tavern, Lands' End, Friede & Associates, Corner Pub, Pizza Ranch, Vierbicher & Associates, Able Trek Tours, Advance America, Reedsburg United Methodist Church, West Side, Casa de Oracion, Business Association, Reedsburg Independent, Reedsburg Times Press, Magnum.Media, Lorraine's Mini Mall, Droste Tax and Accounting, Roots Chocolates, Culver's, LK Design Studio, Duren Law, Wormfarm Institute, Disconsin, Tristin Photography, Bill Schuette, and Tommy Lee Bychinski

Host Families
Tom & Robin Brenner, Don & Joann Douglas, Jan & Jim Gerlach, Lorraine & Neil Longan, Rita Montgomery, Larry & Bridget Mundth, Shaun & Mark Pelton, Margaret Percy, Sarah Pittz & BJ Ganem, Marti & Paul Prorok, and Vicki & Jim Schulenburg

Community Presenters
Tim Becker, Tom Benson, Stephen Compton, Brian Duvalle, Jim Falco, Lee Gnatzig, Jim Heuer, Kristine Koenecke, Tammy Koenecke, Sue Ann Kucher, Carla Mercer, Jodie Molitor, Joann Mundth Douglas, Barb Mortimore, Kurt Muchow, Donna Neuwirth, Linda Olson, Sarah Pittz, Brett Schuppner, Jeff Seering, Art Shrader, Orris Smith, Paul Wolter, and Steve Zibell

Focus Group Participants
Peggy Albert, Charlie Brumer, Pam Coy, Brad Droste, Blake Duren, Sara Durst, Jean Goodell, Jessica Guido, Juan Guitterez, Connie Hartje, Gaylord Hodgson, Reta Hoege, Betty Justman, Becky Knull, Connie Lonetree, and Kayla Lund

Design Wisconsin Team Members

Thanks to the following people who dedicated their time, talents, and passion to help Reedsburg visualize their future.

Participants

Angie Allen, Myles Alexander, Will Cronin, Dennis Deery, Sam Dennis, Ed Freer, Steve Goltry, Mariah Goode, Steve Grabow, Rob Graves, Beth Janetski, Todd Johnson, Anne Katz, Daniel Lindstrom, Neil Reardon, Julie Roth, Kristin Runge, Nathan Sandwick, David Timmerman, Errin Welty, and Johnnie Workman

Support

Bill Ryan, UW-Extension Center for Community & Economic Development
Dan Veroff, UW-Madison Applied Population Lab

The University of Wisconsin-Extension

University of Wisconsin (UW)-Extension provides statewide access to university resources and research so the people of Wisconsin can learn, grow and succeed at all stages of life. UW-Extension carries out this tradition of the Wisconsin Idea – extending the boundaries of the university to the boundaries of the state – through its four divisions of continuing education, cooperative extension, business and entrepreneurship, and broadcast and media innovations.

Cooperative Extension

Who We Are

With an office in each Wisconsin county, Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. We deliver our expertise to the public, addressing a wide range of needs to people, plants and animals, in both urban and rural areas of the states.

What We Do

We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

The Wisconsin Idea

"The University of Wisconsin's direct contributions to the state: to the government in the forms of serving in office, offering advice about public policy, providing information and exercising technical skill, and to the citizens in the forms of doing research directed at solving problems that are important to the state and conducting outreach activities."

– Jack Stark, "The Wisconsin Idea: The University's Service to the State", p.1

Contact

For more information about the University of Wisconsin-Extension Community Vitality + Placemaking Team and the Design Wisconsin Team program, please contact:

Todd W. Johnson, Land Use & Community Development Specialist (UW-Extension)
University of Wisconsin River Falls
315 Agriculture Science
410 S. 3rd Street
River Falls, WI 54022

todd.johnson@uwrf.edu, (715) 425-3941