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# incourage

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**PHASE 3, MEETING 2: MARCH 10  
MEETING SUMMARY**

### What happened at the March 10 public meeting?

On March 10, 2015, 130 residents continued to build relationships and deepen conversations around identified areas of interest. Based on learning from the January 27 meeting, we recognized that a “one size fits all” approach to the agenda would not meet the needs of all interest areas. We invited each table host to co-create an agenda that accommodated their group’s needs.

At the meeting, Project updates included:

- Artist Orientation February 24-25: Of the 17 advancing artists/artist teams being considered for permanent art installations in and around the Tribune, 13 attended a community orientation in south Wood County.
- Construction Manager Selection Process: In January, Incourage invited proposals from 10 firms for Construction Management services for the Tribune Building Project. We are in the process of selecting the Project’s Construction Manager, and plan to announce our selection later this month.
- Downtown Neighbors Meeting: On March 2, Incourage hosted a meeting for Downtown business owners to share an update on the Tribune Building Project. A total of 23 neighbors were in attendance for this lively and valuable open dialogue, with a commitment to continuing community development discussions related to downtown.
- Environmental Sustainability: Incourage is committed to pursuing LEED certification for the Tribune. This will serve as a model for the community and future generations, demonstrating the economic benefits that can be realized when utilizing environmentally sustainable practices.
- Tribune: When thinking about possible names for the Tribune Building Project, Incourage shared that Tribune—when used as a noun—is defined as “champion of the people.”

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### Summary of the work done by interest area

#### Microbrewery

The group discussed various ways the brewery can be connected to the community in ways that are fun, beneficial and logical. Top ideas include:

- Using the microbrewery to generate charitable funds
- Sponsoring music events, 5K runs/walks, providing beer at Rafters games, etc.
- Collaborating with Arts, Creative Workshop, and Recreational Rental
- Research opportunities to work with local farmers/growers to obtain hops, honey, wheat, berries, cider, etc.
- Creating contests and other interactive ways for naming new brews

#### Arts

This interest area focused on ways that this space can collaborate and interact with other program areas within the building. They also reviewed collaborative opportunities with other local arts organizations, communities and spaces. The conversation included ideas on how to create a space that is welcoming and inspirational to all art disciplines; the need for dedicated space within the building for sales of items created within the Tribune (i.e. items made in the Art Studio, Culinary Kitchen, and Creative Workshop); and how there is potential for an arts campus to be created downtown.

#### Recreational Rentals

The Recreational interest group primarily focused on what activities people may like to enjoy within our community. Once the activities list was created, they specified which items could be beneficial to have available for rent at the Tribune for each of the four seasons. The group also brainstormed how they could help make our community a destination for recreation.

#### Downtown Development

Participants in this interest group articulated their hopes and concerns with regard to downtown Wisconsin Rapids. They discussed and agreed that in order to have a vibrant and thriving downtown, all stakeholders need to be involved to make downtown development plans happen.

Hopes for downtown:

- Keep cultural arts and visual arts vibrant
- Make downtown Wisconsin Rapids a destination for the area
- Host Music and Arts Festivals downtown
- Attract young people and families
- For surrounding communities to see "our" downtown as "their" downtown
- Full collaboration between stakeholders
- For the City to realize their Downtown Plan

Concerns for downtown:

- Strong leadership needed to see downtown plans through
- Toxic chemical railroads
- Not knowing intentions of property owners
- Appropriate involvement of stakeholders

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### Cafe/Brewpub

Residents interested in the cafe/brewpub space had the opportunity to review a variety of menus, select their favorite options and share which types of food they would love to see on the new cafe/brewpub menu. The group also considered how these menu items could be supported by our local food system, and agreed that local and sustainable ingredient options are very important. They also explored ideas about how the menu should look and feel, and how history could be incorporated within the menu itself.

### Youth

Residents who participated in this interest area developed ideas about how they envision the youth spaces (Game Room & Play Area) could look and feel. They came up with many adjectives to describe the space including: social, active, colorful, welcoming, engaging, and learning. The group also thought about other places they like to visit, brainstormed ideas of how they can bring that look and feel to youth spaces within the building, and how they would anticipate youth using these areas. Some of the ideas included:

#### Play Area:

- building block center
- arts & crafts area
- comfortable seating
- aquariums
- play house
- kitchen area
- reading/story time area
- ABC's and numbers on walls

#### Game Room:

- darts, ping pong, foosball, pool table (with sign-up sheets for time slots)
- large TV as a source of information for upcoming events in the area
- pictures of previous generations as teen
- comfortable seating
- free juke box
- hang out space for conversations or homework
- food/drinks vending machines
- graffiti wall

Residents also discussed the need to be more intentional about gathering feedback from youth and others who will use this space. One idea was to facilitate activities at local schools, in order to obtain feedback from students of varying ages.

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### **Culinary Kitchen**

Residents interested in the Culinary Kitchen space worked together to identify the anticipated use(s) of the space. Some ideas the group came up with include:

- Meal share/catering/preparing for others
- Equipment rental
- Cake decorating
- Social aspect/networking with others
- Business incubator
- Private events
- Ethnic cooking
- Food preservation education (canning, freezing, etc.)
- Personal food preparation
- Classes on starting a business
- Processing produce
- Food waste/composting
- Cooking shows and contests

### **Creative Workshop**

The group worked to identify topics of interest and concern related specifically to the Creative Workshop space in the building. The group plans to use this information as a baseline for future discussions and meeting planning. An important point of emphasis was that the building won't be open for a year and a half; so, what can this group, as a network, do today? Some ideas included:

- Wood Turners, Wood Carvers, and MakersGuild42 already have meetings. How could our interest area members join those conversations?
- Host a meeting night where displays are set up and demonstrations could be done to inform and educate others.

### What is happening now, after the October 14 Meeting?

Meeting 3, to be held on April 14th, will have a communications theme. Residents will be sharing how they would like to share ideas and connect with other interest groups as well as share with the community. Our friends from Concordia will also be visiting to share a detailed design presentation and engage residents in a rooftop design activity.

### Where can I learn more?

Please visit [TribuneBuilding.org](http://TribuneBuilding.org), or call Incourage at (715) 423 - 3863.