


TRIBUNE BUILDING



8 OCTOBER 2013

incourage
community foundation



SUMMARY OF ACTIVITY 2: BRAINSTORM OF IDEAS

Activity 2, Meeting 1: By the numbers

Total ideas in the 6 Nexus domains	939 SUBMISSIONS
Number of unique ideas submitted (duplication eliminated)	168 IDEAS
Those 168 ideas were organized into subcategories of similar ideas	47 SUBCATEGORIES
Subcategories were grouped into 12 major categories to present at Meeting 2	12 MAJOR CATEGORIES

What were some ideas?

Most frequently mentioned major categories included:

- Recreation
- Food
- Entertainment + the Arts
- Education
- Flexible Space

Most frequent subcategories included:

- Fitness + Active Recreation
- Kitchen / Restaurant
- Recreational Rentals
- Business Services
- Classes
- Retail
- Medium flexible Space / Meeting space
- Child + Youth + Teen
- Farmer's Market

Please see page 4-5 for a complete list of ideas submitted.

What will happen at the next meeting?

Meeting 2, to be held on November 12, will involve less time listening to presentations and more time working with your neighbors to move the Tribune Building Project forward.

You'll have to attend in order to find out more!

MEETING OVERVIEW AND POST-MEETING ANALYSIS

What happened at Meeting 1?

At Meeting 1, meeting participants briefly learned about the Tribune Building Project and Incourage before getting to work. Sitting at tables of 8-10 people, residents completed two primary activities:

Activity 1: This activity asked residents to review maps of existing assets in the south Wood County area. Assets were organized according to six categories: Physical, Social, Educational, Cultural, Economic, and Organizational. Meeting participants made corrections on the maps, suggested assets that were missing, and otherwise contributed more information about the many assets in the region.

Activity 2: During this activity, meeting participants were again organized into tables of 8-10 people. Armed with markers and Post-it notes, participants brainstormed with their neighbors about the kinds of uses that could take place in and around the Tribune Building. As an additional filter, participants placed their ideas into one of four categories: ideas that were existing (in the region) or new, and ideas that were year-round or part-time (seasonal, weekends, etc).

At the conclusion of the meeting, some participants had the opportunity to present selected ideas and conversations that took place at their tables. Every participant also had the opportunity to complete a meeting evaluation.

What is happening now, after Meeting 1?

At the conclusion of the meeting, all meeting evaluations and materials were gathered by the project team. For the past two weeks, the project team has been working through all of these materials: Noting all ideas and organizing, cataloging, and synthesizing all of the participant work. A Community Fellow entered all meeting evaluation information into a summary document.

For Activity 1, all of the asset maps have been updated to reflect the changes made by participants at their tables. This information will be utilized later in the Tribune Building Project.

For Activity 2, much more synthesis and analysis was necessary.

To begin, all tables sheets were photographed for record-keeping. Next, a project team member entered all information from project sheets into a comprehensive spreadsheet. Categories of information included the domain on which the table was focused (physical, economic, etc.), the idea, the “timing” filter (seasonal, year-round) and the existing/new filter, among others.

This comprehensive listing of ideas was then reorganized into categories which were more appropriate for bringing back to the next Tribune Building Project Meeting (Meeting 2) on November 12.

A summary of participant feedback appears on page 2.

Where can I learn more?

Please visit the project website, TribuneBuilding.org, or call Incourage at (715) 423 - 3863.

PRELIMINARY IDEA LIST

Fitness center	Entertainment Venue
Rock Climbing	Display for Local Talent
Dance Classes	Music Center
Mini-golf indoor	Makerspace
Recreational Center	Movie Theater
YMCA	Live Theater
Skate Park	Wood Working
Ice Skating Rink	Toolbank
Sports arena: Indoor	Woodcarvers Meeting Space
Walking Path friendly to Dogs, inside	Craftsmen Organization
Rolling ball activity (big clear human hamper ball)	Educational Space
Water Sports rentals	College storefront/satellite
Bike rentals	Travel Classes
Winter sports rentals	Stem Academy
Partnership with SUP the Rapids LLC	UW Extension building
Pool	Computer Center
Splash Pad	Wifi hotspot
Aquarium/Water Park	Library/Study
Game Room	Dog Obedience Training
TV Room	WI River research institute
Boat Docks	Meeting Rooms
River classes+safety training	Flexible Space
Riverwalk	Banquet Hall
Water related activities: boat show, theatre, fall fest, parade	Exhibition Hall
Fishing Pier	Multipurpose room
River Activities should involve "Bulls Eye" Frontage on other side of river	Event Space
River Event Registration Center	Rooftop Receptions
Wisconsin River Fishing Guide	Terrace Hangout
Biking Hub	Social Space
Community Kitchen	Picnic Area
Commercial Kitchen	Pot lucks
Restaurant	Community Share
Bakery	Co-Op
Café/Coffee house	Teen Center
Deli	Youth Center
Tea Room	Playground
Bar/Brew/Pub/Pub/microbrewery (5 w/restaurant)	Child Care
Winery	Family Activities
Ice Cream/Frozen Yogurt	Mentoring Programs
Walk in Cooler/aggregator	Youth: activity space for disabled children
Art Center+Gallery+Market	Party rooms
Art Education + Studios	Space center (BarCamps)
Band Shell/Amphitheater	Youth Sports meetings
	Youth: Children's café (milkbar)
	Youth: Children's Maker Day Camps

PRELIMINARY IDEA LIST

Youth: Chucky Cheese
Children's Museum
Information
Festival location
Community Center
Multicultural Center
Cranberry Center
Cultural Center
Hmong + Hispanic
Local Newspaper
Native Center
Diversity Center
Museum
Display
Historical Center
Planitarium
Tourism Center
Visitor Center
Welcome Center
Bed & Breakfast
Interfaith Center
Mosque
Civic Corner: A small place or portion of a place where elected officials can meet with constituents, including a bulletin board with information related to State events (meeting minutes, legislation, etc).
Farmer's Market
Public Market
Ethnic Food
Seed/plant exchange
Business Incubator
Jobs Services
Office Space
Advertising
Chamber of Commerce
Financial Services
Auto Shop
Manufacturing
Public access/ non-profit
Gardens
Green Space
Green House
Labyrinth
Close 1st
Ecology Center
Enviornmental Center
Compost
Enviornmental Design Suggestions
Energy Efficiency
Parking Ramp
Remove Stinky Tree
River Channel
Straighten 3rd Ave
Vibrant Colors
Well lit, string lights
Preserve River-no business or structures
Misc Retail
Shoe Store
Chocolate shop
Sporting Goods store
Gift Shop
Local Retail
Mens Store
Community Garage
Outdoor recreation outfitter
Tickets: One stop shop for tickets to all arts events
Store space
Salon
Wellness Center
Pharmacy
Alternative medicine practice
Spa Services
Sensory Deprivation Tanks
Homeless Shelter
Shelter House
Community Freemeal
Housing
Human Services
Translation services
Public restrooms
Veteran's Program for transitioning back to civilian life while installing a community garden at hospital
Sensory room for children with disabilities
Transportation: Mass transit hub