

## Connections Partnerships Between Groups

- School has pride
- Downtown seems wear
- Plan, small fires are addressed
- Job security
- Industry is needed
- Service industry opportunity
- Civic meetings
- Motor-cross - Youthful Activities & Lifestyle

### Words that describe Waukon:

- Friendly
- Family Oriented
- Inviting
- Scenic
- Recreation
- Destination
- New Albin Bologna
- Church Town - Cheese Curds
- County Rep.
- Job opportunity
- Vibrant
- Accessible
- Beautiful
- Unique
- R & R
- One with nature
- Community Events
- Art Fest
- Plays
- Youth Center
- Corn Days
- County Fair
- Harvest Fest
- Church Bazaars
- Foundation Fantasy
- Need better communication
- Monthly flyer
- Fall seniors
- Summer Youth / no something's
- What about Trout Towny
- Need Spa
- Need to bring more tourism to Waukon
- "Place to be" - Central location
- 4<sup>th</sup> of July - ?
- Taste of Waukon - ?

- Need a center place to hold events
- Allamakee Fish Tourney
- Hot-air Balloon Fest
- Need volunteers
- Chamber has a welcome package
- Lack of pride - ?
- Landscape / drift less zone
- People – Iowa Days
- National Parks
- Streams / Rivers / Water
- Hunting
- Studio Walk / Arts / Glass Blowing
- Court House Museum
- Air Port
- Pool / Park / Camping
- Schools
- Wellness Center
- Hospital / Clinics
- Community College
- Local radio / newspaper
- Golf Course
- Upper Iowa Rental & Resort
- Fishing – trout
- Sportsman Club Shooting Range

#### Vision for Future

- Bike paths – business possibilities
- Need zoning
- Economic growth / jobs
- Inf. Better telecommunication
- High speed
- Phone Company
- Mediacom
- Cell service
- Wireless
- Shoe store / athletic store
- Restaurants / fine dining
- Bowling alley
- Housing prices – good / bad - ?
- Maybe opportunity
- Infill
- Safe
- Traffic
- Park & Recreation Programs
- Swimming
- Soccer
- Bow & Arrow
- People leave to other communities for activities
- Bike paths / walking trails
- Need a place to skate board

- Lack of path connections
- Pedestrian friendly areas
- Way finding
- Zoning and planning
- Future goals
- City water / sewer
- Youth hangouts – safe
- Senior hangouts
- Lack of culture
- Arts / music / plays – need a facility
- C-Mart turned into a park
- Remove eye sores that aren't historic
- Visual impacts – appearance, the historic architecture, financially what it brings
- Tourism
- Regional impacts
- Increase visibility
- More room / dining / pool
- Bike paths
- ATV – 4 Wheeling
- Women's clothing
- Gift stores / specialty
- S & D is a meeting place
- Coffee shop / bakery
- Indoor pool
- Heated / lounge – open pool
- Street corner safety
- Better place to meet
- Downtown Park
- Fountain
- Vender
- Quiet place to talk
- Traffic needs to slow down
- Improve bad intersections
- All local shopping
- Everything can be done by walking

### Long Range

- More Jobs
- Well educated
- Improve physical appearance
- Improve historic image
- New citizens

### Issues

- Housing
- Landlock
- Empty store fronts
- Missing or bad sidewalks
- Lack of high paying jobs – limited jobs

- Need more youth
- Family exp
- No identity
- Tag line / signage
- Need parking downtown
- Business owner parking
- Empty storefronts (10 or more)
- No place to sit
- Way finding
- Business district
- Needs to be more draw / welcome feeling
- X-mas lights seem weak
- Need people to volunteer
- Missing store types
- Women's
- Shoes
- New types for today's consumer
- Signage
- Directional
- Marketing
- Political signs - ?
- Sidewalks
- Safety, livability, enforcing ordinances
- Architectural ordinances
- Activate empty storefronts
- Internet has changed
- Hardship for storeowners
- Need something other than retail

#### Opportunity for Downtown

- Youth – family draw
- Restaurant
- Atmosphere
- Ice cream store
- Whippy dip – summer store
- Special – homemade
- Coffee shop
- Latte
- Internet
- Bakery
- Band Shelter
- Nice Cooking Lighting
- Walking / Biking Trails – bike paths, bike parking, sidewalks

#### Connections

- Healthy meal options
- Take home meals
- Local produce / meats
- Tourism HUB

- Outdoors
- County Seat
- City Park
- Property Up-Keep
- Pres. in Downtown
- Along Main Roads

### Hidden Gems

- Wall to Wall
- City Park
  - Art in Park / Movie Night
  - Ice Skating / Music in Park
- Upper Iowa River
- Trout Streams / Hunting Turkey
- Fly Fish
- Historic Sites Need Draw
- Sweeny's clocks
- Museum
  - Hours
  - Fall time / staff - ?
- Youth – 20 something's are coming back
- Main Street
  - Historic store fronts
- Healthcare
- Movie Theatre
- School / Wellness Center
- People

### Dreams

- Free Internet Access
- Infer.
- Storm – Streets
- Walks
- People Walking Downtown
- Business Support
- Working Together
- Skill Training
- More Events That Help Business
- Business Options
- Retail / Services
- Better Landscaping Downtown
- Hook Community Together through Events
- Have Parades – high school inv.
- County Fair
- No 4<sup>th</sup> of July
- School Musicals
- Com. Players
- Better Promo.
- More Tourism

- Space for conference – need services
- Banquet Center – good for only large groups
- Federal Grants
- Comp. Plan to Complete Vision
- Like the One Stoplight
- Better Communication between City and Citizens
- Safe Pathways
- Build on Success
- Skate Board Park / Dog Park
- Community Bulletin Board
- Build on Community Fund
- Get word out
- Let people know what's going on
- 4<sup>th</sup> Dim Ex. Room
- Partnerships – ISU, Beef, Dairy
- Rock on Waukon
- Small Town Charm Waukon
- True Small Town Waukon
- Outdoor Waukon
- Central Location – HUB
- Stop'N'Stay Waukon
- Attracting Youth Back
- Get their dreams here
- Capt. on Inc. Land Value
- Res. Growth
- Ind. Growth
- Land Use
- Housing Development
- Foster Agri. History into Town Scape
- Careful not to bring dead-end business
- Technology – HUB
- Tri-State – outdoor Waukon, Rock on Waukon, small town charm
- Need Spa
- Expand Camping
- Limited activities for elderly
- Better Arts Programs
- Lack of New Business
- Leaving Business
- Why?
- Bad Management
- Transportation
- Public Transportation – taxi ?
- Successors
- More options / variety
- Parking – businesses spread out
- Ghost town on weekend
- Support
- Empty storefronts
  - 10 to 12
- Population trends
- Young families moving back ?

- Level small growth
- Missing Identity
- Lack of Community Events
- Lack of Connections Between Districts
- Inf. Needs Updating
- Lack of Mixed Use
- Youth Activities
- Skateboards
- Family Areas
- Only one park access ?
- Lack of Parks through town
- Smaller parks
- Gems of Waukon
- Outdoor sports
- Nice hotel
- Tourism
- Location
  - Places to go
  - 3 hours to Minnesota
- County Seat
  - Courthouse
- Connected Socially
- Good place to raise kids
- Churches
- Health system
- City Park
- Schools
- Churches
- Health system
- City park
- Schools
- Cost of living
- People
- Scenery
- Golf x2
- Nice architecture
- Low crime
- Unfriendly to pedestrians
- Slower traffic
- People watch out for each other

### Downtown Dreams

- Need shoe store
- Get rid of empty gas station
- Women's store
- Specialty stores – things that Wal-mart doesn't have
- Combination coffee / retail store
- Ice cream shop
- Sports store – athletics
- Nice / fine dining

- Need Trails
- Hiking / Fish / Boat – tourism dollars
- Becoming something fantastic
- Wellness Center
- Highschool
- College opening
- Tri-State Area Draw
- No traffic
  - 1 stop light
- Safe community
- Connect Waukon to trails
- Educate business owners / start up
- Can't compete with Big Box Stores
- Need pop channels to promote business
- Incentive programs
- Christmas programs
- Waukon gift card
- Economic report when you shop in town
- Signs to support the businesses
- Support meetings

### Issues

- Parking downtown
- Affordable housing
- Empty store fronts
- 10 to 12
- Better sidewalks / streets / paths
- Safety
- Enforcement of city ordinances
- Lack of jobs / industry
- Invest in youth
- What do they want ?
- Thriving businesses
- Better paying jobs / educate work force
- Tech to help work from home operations
- Sporting goods shops
- College and town connections
- Hands on
- Business incubator
- Classes / mentoring programs
- Economic funding promo. - Who has it? How do I get it? Where to find it?
- Vibrant / Clean Downtown
- Reduce empty buildings
- Reduce image of an empty Downtown
- Increase Catchments areas
- Airports
- Roads
- Attract high tech jobs
- Communication / internet / wireless community



## Dreams

- Welcoming
- Tourism
- Family Friendly
- Vibrant
- Except Change
- Beautiful
- Trees / Landscaping
- Pedestrian Friendly
- People Active
- Good Educational System
- Frisbee Golf
- Driving Range
- Tourism
- What are other communities doing?
- Improve themselves in little ways
  - Thank you
  - Pictures of leaders
- Historic codes
- Restore 19<sup>th</sup> Century Storefronts
- Home owner incentives
- Zoning – county wide
- Growth planning
- Encourage growth in town
- Make a plan for future
  - List of short / long term goals
- Community Bulletin Board
  - Promote city goals
- Volunteer efforts for beautification
- Signage of Amenities in town – gateway signs
- Main Street signs – way of finding
- Sense of humor
- Help with rent program for new businesses
- Businesses helping businesses
- Micro finance non profit
- Banks get involved to promote viability
- Strong leadership
- Funding sources
- Keeping up with the Johnson's
- One stop shopping
- Economic misconception – gas us goods
- Start up costs
- General issues as well as banking
- Buildings run down / renovation costs
- Landlords don't up keep –buildings, rent too high
- Streets / Sidewalks / Paths
- Seasonal appearance of Downtown
- Non – Res property ownership