

Monday, December 12, 2011  
8:08 PM

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**First Annual Cross Plains Pub Crawl**

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Dear Chamber Members,

The Cross Plains Area Chamber of Commerce has a mission to promote a strong economy and a high quality of life for its members and the area communities. The upcoming referendum on the Downtown Core Redevelopment Project certainly has economic and quality of life impacts for both chamber members and Cross Plains residents.

The Cross Plains Area Chamber of Commerce Board met last week and the main topic discussed was the Downtown Core Redevelopment Project (Lagoon Street). The Chamber did a recent poll of members to get a feel for where our members stand regarding the Project and the Chamber's role in it. The results were quite close, with a slight majority in support of the Project. Survey respondents were split as to whether the Chamber should publicly support the project. The Board is very grateful to the members that took the time to complete the survey and to share their often passionate comments.

In addition to polling its members, the Chamber board has also met with the Village President, met with supporters of the project, attended informational sessions and spoken with members and Village residents on both sides of the issue. After careful consideration, much discussion, and diligent evaluation, the Board decided to respect the split in membership opinion and limit its formal role to assisting in the education process of the community then let the democratic process run its course.

Certainly the Chamber supports feasible economic development, building and supporting the current business base, and working toward new ventures and the betterment of our community. To that end, the Board has established an economic development team and would welcome volunteers to help in this very important role moving forward. We will need some additional strong team members to support businesses during the HWY 14 construction as we take a proactive approach to that project and its impact on our community businesses.

The Board members offer to personally meet with Chamber members who would like to discuss this and/or other topics. Please urge your customers, neighbors and other Village residents to become informed, VOTE at the referendum and when voting consider not only the direct personal cost as a taxpayer, but the potential indirect benefits to the Cross Plains community. Remind them that the ability to attract and retain local businesses helps to reduce residential tax burdens

Saturday, October 22

Starts at Kurt's on Main

\$25 per person (includes a t-shirt and a beer)

Register at Cross Plains Village Hall by October 3rd

[Click here for more info](#)

**Please get Amy items for upcoming newsletters, to be highlighted on our website, facebook, linkedin and to be shared via our new partnership with the Department of Tourism. Some things to share might be:**

**Business Anniversary Events Awards New Developments**

**This is a great way to promote your companies as a benefit of your membership!!**

Welcome new members:

Allstate Insurance Company - Tim Stephenson

Howery Farm - Jerry Howery

UW Provision Company, Inc. - Steve Kalscheur

BMW Sports Cards, Inc. - Brian Wentz

Randy Case

**Sponsor an upcoming Newsletter!**

Please contact Amy if you are interested in being a sponsor of our new E-Newsletter. Display your logo, link to your website, tell us about your business, promote an event, congratulate a company, employee, business partner, etc!

while providing convenient products and services as well as employment.

Sincerely,  
The Cross Plains Area Chamber of Commerce Board of Directors

## Hill & Valley Antique Auto & Americana Show

**Saturday, September 17  
Baer Park  
6:45-4:30**

This unique event presents something of interest to the entire family, oldest to youngest. An important part of the show is the Hill & Valley Tour. The tour is about 22 miles, an hour drive through our many hills & valleys.

The traditional pancake breakfast will be served from 6:45 to 10:15 am. The day is truly a celebration of America's heritage and history represented through historic displays and demonstrations of crafts and skills that include blacksmithing, wagon wheel making, quilting, spinning, lace making, sauerkraut making and woodcarving.

Come to check out the antique and classic cars and trucks, steam and gas engines and tractors, horse drawn vehicles and antique fire engines. Don't miss the corn-on-the-cob at the antique steam engine. Guests will be entertained by the live music of returning men's trio, "The Good Times".

One of the newer additions to the show is a live working telegraphy setup along with railroad memorabilia. Telegraphs were used in railroad depots for decades and are now a thing of the past.

- One hour tour through our hills and valleys
- Antique and classic cars and trucks
- Antique tractors and gas engines
- Horse-drawn vehicles
- Antique fire engines
- Pancake breakfast 6:45-10:15am
- Free sweet corn at the Steam Engine
- Food concessions 10:30-3:30
- Free Admission
- Fun for all Ages



**2011 Golf Outing**



**Congratulations to the winning foursome:  
John Griffin, Brent Duhr, Scott Duhr, & Ken Meigs**

**Additional Congrats to:**  
Brent Duhr - longest putt #2  
Marc Mickelson- closest to pin  
Tony Kruchten - longest drive  
Dan Thielman - longest putt #18

**Thank you to the following companies for sponsoring holes at the Chamber Golf Outing.**

- Allstate Insurance Company
- The Clerkin Wunderlin Group, Inc  
- Annette Koenig
- Coach's Club
- Culvers of Cross Plains
- Dean Health Plan, Inc.
- Esser's Cross Plains Brewery
- Gunderson Funeral Home
- Jim Dietzen State Farm
- Kalscheur Dodge Chrysler
- Madison Gas & Electric Company
- Main Street Lanes
- Marketing Concepts
- Middleton Community Bank
- News Publishing Co
- Reeson Chiropractic
- State Bank of Cross Plains
- Tax Solutions
- TDS Telecom
- UW Health Cross Plains
- Wagner Insurance

Thank you also to all our golfers, the following volunteers, and planning team who worked to make the day a success.

**Golf Planning Committee**

- Kathy & Larry Esser
- Marc Mickelson
- Steve Buss
- Rowan Bright
- Annette Koenig

**Volunteers**

- Jim Beall      Saint Francis  
                    Xavier School
- Arlene          Main Street
- Dahmen        Lanes



**DOWNTOWN CORE REDEVELOPMENT PROJECT NON-BINDING REFERENDUM**

The downtown business district encompassing Lagoon Street and the channelized section of Black Earth Creek is in need of rehabilitation. The current condition of Lagoon Street provides a poor business environment and the straightened portion of the creek provides lower quality fish habitat. For the last several years, the Village Board and Village residents have spent significant effort analyzing the best means of improving this area. These efforts have resulted in a conceptual plan which was presented to the public in June 2011. The primary components of the "Downtown Core Redevelopment Project" are:

- Improve and lengthen Lagoon Street by extending it behind and to the west of the hardware store to connect to Wilson Street, including the addition of public parking areas and pedestrian ways;
- Relocate Black Earth Creek a short distance to the south to replicate a natural meandering creek route and create space for stormwater management; and
- Construct three new stormwater treatment basins and reconfigure a number of the existing stormwater outlets in the area.

The estimated cost of the current conceptual plan is \$4.3 million. Grants, private donations, and in-kind services could potentially provide up to \$1.8 million in funding. A committee of Village residents is currently working on a detailed fundraising strategy, and an assessment of area properties through the creation of a Business Improvement District also is being investigated. However, even if these funding goals are reached, there is still a gap of at least \$2.5 million, which would have to be funded by Village tax revenues.

If the Village were to fund \$2.5 million for the project, the 20-year annual property tax impact on a \$250,000 home would be about \$160, or about a 3.1 percent increase in total property taxes. Some general tax costs of the Downtown Core Redevelopment Project may be reduced by the use of funds from the downtown Tax Increment Finance District (TID #3) and the sale of surplus property purchased for the project. Before committing additional time and money to this project, the Village Board has requested citizen input on the following question to guide decision-making.

**QUESTION:** Should the Village Board adopt the following Resolution: Be it resolved by the Village of Cross Plains Board of Trustees that there shall be spent from Village tax revenue, after first exhausting all other cost reduction measures and funding sources including but not limited to grants, private donations, in-kind services, and a Business Improvement District, a sum not to exceed \$2,500,000 for the purpose of funding the remaining project cost of the Downtown Core Redevelopment Project.

- \_\_\_\_\_ Yes
- \_\_\_\_\_ No

A YES vote means the residents are in favor of doing this project up to the dollar limit set forth in the question.

A NO vote means the residents are not in favor of doing this project up to the dollar limit set forth in the question.

[Click here to view the Black Earth Creek Brochure](#)

**VOTE 9/27/11 AT THE FIRE STATION**

Julie Pankow-Helland	Creative Marketing Specialists
Crystal Lautenbach	State Bank of Cross Plains
Denise Callahan	State Bank of Cross Plains
Annette Koenig	The Clerkin Wunderlin Group, Inc
Stuart Danks	Subway
Dana Schmitz	Middleton Community Bank
Jan Klock	Village of Cross Plains
Judy Kelter-Ketelboeter	Middleton Community Bank

[Please click here for a list of the companies that made very generous donations to our outing.](#)

### New Resident Welcome Packets

The Village needs promotional items and/or coupons from Cross Plains businesses, and useful information about the village for Welcome Packets. This is an excellent opportunity to promote your business and Cross Plains to new residents. If you have not already dropped off materials to be included in the packet, please do so today to Carolyn Garfoot at the Cross Plains Municipal building.

### Chamber Bucks

#### What is a Chamber Buck?

A Chamber Buck is a gift certificate, created by the Cross Plains Area Chamber of Commerce to encourage local shopping which, in turn, strengthens our economy and supports business growth.

#### Where Can I Use Chamber Bucks?

Chamber Bucks can be redeemed at most Chamber member businesses. You can use them at local restaurants, auto part stores, and service centers, local



### Great Networking at Overture Center

For the past couple of years, Overture Center, with the help of sponsors TDS and State Bank of Cross Plains, has coordinated Business Mixers, with complimentary hors d'oeuvres for area Chambers of Commerce members. The goals of these mixers have been to offer a gathering place for Chamber constituents to grow business connections in the community, to help attendees expand their networks outside of their own Chamber, and to introduce the business community to possible ways of utilizing Overture for their business and/or business functions. With live music in the background, the mixers have always been casual, fun and very productive and meaningful.

Our goals for the 2011/12 Season are essentially the same, but we've decided to change up the format just a little bit. This year, our plan is to open up EVERY MIXER to members of EVERY CHAMBER. We are also extending the invitation to Madison and Mt Horeb Chambers and Centro Hispano to join us at any and/or all of the mixers.

Also, this year we've decided to use each mixer as an opportunity to highlight a different area Chamber. Highlighted Chambers will have the opportunity to take a few minutes during the mixer to address the crowd in attendance and speak a little about your Chamber, your activities, and the benefits of membership. Highlighted Chamber slots will be awarded on a first come first serve basis.

And finally, as an added incentive, State Bank of Cross Plains and TDS have offered to give away an iPad during each of the mixers. Overture will give away two complimentary tickets to an upcoming performance. This gives your members even MORE reason to come back month after month!

Business Mixers will be held on the following dates (all are Wednesdays) from 5:30-7:30pm:

- October 19, 2011
- February 29, 2012
- March 14, 2012
- May 16, 2012

Complimentary hors d'oeuvres are always served (courtesy of TDS and State Bank of CP) and we've often been able to offer complimentary beer from a local vendor.

We're looking forward to record attendance this season! Hope to see you at the Mixers! Watch for more info on when the Cross Plains Chamber will be highlighted.

### Madison College Lunch & Learn

Free educational networking events for local businesses, sponsored by area Chambers of Commerce. Lunch is provided at no cost; please register in advance.

Upcoming Events Lunch & Learn Sessions

animal clinics, retail stores, local chiropractic offices, and more!

Why Should I Buy Chamber Bucks?

Unlike traditional gift certificates, Chamber Bucks can be redeemed at over 60 local businesses, for whatever the recipient of this great gift desires.

Where Do I Get Chamber Bucks?  
Chamber Bucks can be purchased from Executive Director Amy Hansen and are available at State Bank of Cross Plains.

Chamber bucks work similar to ordinary checks. Businesses just deposit them as they would personal checks and they are paid by the CPACC Bucks account.



**Blood Drive  
Cross Plains  
Thursday, Sept. 15  
St. Francis Fellowship Hall  
1:00-6:00pm**

**Volunteer for the Event Planning Team**

The Chamber Event Planning team's mission is to successfully plan and execute events such as Santa's Visit & the Business Fair. The team also explores and rolls out new events. We are looking to do a new event this year, highlighting our beautiful area, maybe including a scavenger hunt, geocaching, a run, fishing, guided trail walk, etc. We need your help, energy, and ideas to bring new and better events to Chamber Members. Please let Amy know if you are willing to step up and help with this team.

- September 21, Noon-1pm, Madison College West. "Resilience in Times of Constant Change" with presenter Jennifer Bakke. Prize drawing for an Xbox 360. Register now.
- October 19, Noon-1pm, Madison College West. "Small Business IT Security Risks" with presenter Mike Masino. Register now.
- November 16, Noon-1pm, Madison College West. "Cloud Computing for Small Businesses" with presenter Mike Bender. Register now.

Additional Session Information

Madison College West is located at 302 S. Gammon near Mineral Pt Rd. Parking is free. Please register at least a week in advance of each event. Madison College employees are not eligible to enter the prize drawings. Please contact us at (608) 258-2301 if you have any questions.

Resilience in Times of Constant Change

Overview: Join us for a 30 minute presentation on personal and organizational resilience; a crucial characteristic in this unpredictable world. At its core, resilience is the spark of determination that empowers us to get up and try again, no matter what the circumstances. We have seen time and again that the most successful businesses are resilient enough to bounce back from any crisis. What's less clear is how successful leaders support and encourage resilience within the ranks.

[Click here for registration and more information.](#)

**Showcase your business**

Thrive will be championing local success stories

Businesses with a good story to tell will be highlighted in the Business Profiles section of Thrive's new website. Please [click here](#) to send your business recommendations with contact information. We can highlight you in the CPACC newsletter with this info as well so please copy Amy on your email.

Thrive will need the following information:

- Name of Company
- Location (city and county)
- Year Founded
- Number of Employees
- Brief description (15 word maximum)
- Longer company description (150 word maximum)
- Accolades
- Quote: Why is your company located in the Madison Region?
- URL
- Company Photo (people preferred, but facility ok)
- Company Logo

**New Annual Chamber Award**

The Chamber board would like to initiate a new award to recognize individuals who have gone over and above and made a positive impact on the Cross Plains Area community through their volunteer efforts and community service activities. We invite you to submit suggestions for the name of the new award as well as nominate a person you would like to recognize.

The recipient of this award will be announced and honored at the CPACC Golf Outing on Wednesday, July 20, 2011. Nominations must be submitted to Amy Hansen by June 30, 2011.

GENERAL QUALIFICATIONS

- Must be an employer or employee of a CPACC member business, organization, or an individual member.
- Currently active in CPACC and the Cross Plains area community.
- Participation in CPACC and community events and activities.

Click here for the [nomination form](#).

## UW Business Newswire

September 15  
Middleton, WI

[Business Card Exchange: Capital Brewery](#)

One of our largest networking events, the Business Card Exchange moves to Capital Brewery in September. Make new connections with potential clients and colleagues. Take a brewery tour and enjoy the Bier Garten. This event is sponsored by Upper Iowa University and Windstream Communications. [Click here for details.](#)

**Advertise  
Here!**

Please contact [Amy Hansen](#) to advertise your company here, promote your events, build awareness of your business!

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