



Executive Director's Report Board of Directors Meeting

THE ROTUNDA
235 W. BROADWAY, WAUKESHA
THURSDAY, JANUARY 12, 2012
7:30 – 9:00 AM

New Businesses:

- **Montecito Ristorante Lounge** (257 W. Broadway St.) a new Italian-American restaurant is open.
- **The Sign Shoppe** has relocated to 494 W. Main St.
- **River's End Gallery** has expanded next door to 378 W. Main after remodeling the interior and renovating and joining the facades at 378-380 W. Main St.
- **Beading Hearts Studio** has moved to 308 W. Broadway St. and features beads, beading supplies and yarn.
- **Taylor's People's Park** (337 W. Main St.) has reopened.

Items of Interest:

- **Waukesha Tattoo Company @ Galleria Edge** (463 W. Main St.) has a new exhibit titled "Something to Relate to" by artist Michael Foster. The work in this show is about being true to ourselves as we audition for acceptance and validation.
- **Waukesha Civic Theatre** (264 W. Main St.) announces their 55th season starting July 1, 2011 to June 30, 2012. Go to www.waukeshacivictheatre.org for a list of shows for the season. The next show will be "Into the Woods, JR" from January 19-22, 2012. Remember your favorite fairy tales – Little Red Riding Hood, Jack and the Beanstalk, Rapunzel, Cinderella, and the other tales from the Brothers Grimm? This musical intertwines these beloved plots and characters to create an entirely new story of wishes, quests, and consequences. On January 21, 2012 ACT Live will perform their annual comedy sketch show. There will be two free shows during JanBoree. This program is a unique opportunity for young performers ages 9-19 to collaborate on writing, producing and performing a sketch comedy show. Students will develop, rehearse and perform short scenes as part of a live sketch comedy show.
- **Almont Gallery** (342 W. Main St.) presents "Random Color - Unexpected Results". This exhibit will run from January 1 to February 15, 2012 featuring artists Marilee Shepard and Connie Pelzek. Both artists explore nature and the world around them in paint, but the results couldn't be more different. Marilee Shepard's abstract acrylics use color and lush brush strokes to define her subject matter and locate it in a certain time and place in true impressionist style. Connie Pelzek's color-filled acrylic paintings explore her nature subjects in a more stylized manner using a subtle buildup of layers and various other painting techniques. Both artists obviously have a love affair with color. Brighten up your winter and come see this luminous exhibit.
- **River's End Gallery** (380 W. Main St.) presents a new exhibit "Isn't it Romantic, Art Glass Extravaganza" from February 11 to March 31, 2012 featuring twenty major Midwest glass artists. The exhibit opens with an invitation-only artist reception from 4:00 p.m. to 9:00 p.m. To attend this event, guests must register in advance with the gallery to receive a free ticket. This is the fourth annual event featuring outstanding studio glass artists in one venue.
- Owen Gromme: The 115th Birthday Exhibition runs through January 2012 at the **Waukesha County Historical Society and Museum**. Celebrating the "Dean of American Wildlife Artists", this exhibit features original works and objects held by the Gromme family. Objects include Cudahy-Masse expedition rifles, painting equipment and family photographs. Michael Mentzer, co-author of *The World of Owen Gromme*, provides exhibit text. Guest curators include Roy and Anne Marie Gromme.

Mark Your Calendar:

- **JanBoree January 20-22, 2012.**
- Special **Freeman Friday Night Live January 20**, 6:00-8:00 pm,
- **Ice Sculpting Contest** on Saturday, **January 21, 2012** 10:00 am – 2:00 pm. There are 25 locations downtown where ice carving will take place.
- **ACT Live at Waukesha Civic Theatre, January 21**, 10:00 am and 1:00 pm, one-hour shows. Free tickets for each show are available at the box office
- **Waukesha Sunrise Rotary Penguin Egg Hunt** , **January 21**, Noon at Cutler Park.
- **Associated Bank Ribbon Cutting Ceremony** in partnership with the Waukesha County Business Alliance: **Wednesday, January 25, 1:30 pm.**

Community Visibility:

- Website Update (www.DowntownWaukesha.com):
 - Website analytics/traffic for November 2011:
 - # of visits: 10,150
 - # of page views: 26,010
 - # of unique visitors: 8,222
 - Website analytics/traffic for December 2011:
 - # of visits: 7,400 visits
 - # of page views: 21,219
 - # of unique visits: 5,983
 - # of pages viewed/visit: 21,219
 - Average time on site: 1 minute, 40 seconds
 - Percent of new visits: 66%

The site received visits from 44 countries. The United States accounted for most visits, of which 66% were new visits. **Keywords:** not provided: 13.49%; downtown Waukesha: 4.77%; Waukesha bid 1.44%; Montecito Waukesha 1.19% and bangles and bags Waukesha 1.09%. **Top visits:** Calendar, Members, Events and member search restaurants.

- Registrants for the weekly "Latest BUZZ" e-mail newsletter: On January 1, there were 1626 subscribers, which is the same as December 1.
 - Businesses are encouraged to enter their events and specials (as soon as the plans are solidified) on the website to be considered for mention in the weekly "Latest BUZZ" newsletter.
 - Businesses needing help should contact the BID Office at (262) 549-6154 or send e-mail to bid@downtownwaukesha.com.
- Facebook.com: Fan Page (Historic Downtown Waukesha)
 - Current number of fans: On December 1, there were 1169 fans, which is an increase of 15 fans since December 1. Staff posts weekly updates to the Fan Page.
- Farmers' Market:
 - Planning has been going on for several months already. The 2012 Farmers' Market season begins on Saturday, May 5 and continues until November 10. Applications for the 2012 Farmers' Market season are available and we are already getting requests from new vendors. With the success of the Market in 2011, we anticipate that 2012 will be a great year.