

First impressions

of

Mayville, WI

by Elkhorn, WI

Visit conducted 8 July 1992

A program for community improvement

Developed by:

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PURPOSE:

To help a community learn about their existing strengths & weaknesses as seen through the eyes of a first time visitor.

YOUR GROUP:

Ideally 2 - 4 people should work together on this.

Diversity is best if possible, i.e.; men/women, business/casual dress, different ages, different interests (active business people, government, retired, educators, etc.)

THE VISIT:

Plan to spend several hours minimum in the community. An evening stopover would be best (but may not be practical in most cases). Use the travel time to plan your approach to getting information (i.e. What questions will you ask, Who will visit city hall, stores, etc) .

Each person should have his/her own worksheet for personal comments and observations. Try not to be too obvious as you take notes.

TIPS:

Use all FIVE senses.. ..

What **does** the community SMELL like???

What did it TASTE like???

What were the **SOUNDS** you HEARD???

What did it FEEL like??? (Bumpy railroad crossings, perhaps??)

and also, What did you SEE??

Look for **POSITIVE** things **as** well as negatives.

Be **HONEST**....not polite, in your comments*...but please **try** to include suggestions for improvements when criticisms are made.

THANK YOU
for caring enough to help us make an even better
FIRST IMPRESSION
in the future.

**All participants will remain anonymous. The final report submitted to the community will be a COMBINATION of all of the comments received.*

1. What was my perception before visiting the community: What did I expect, etc.

- * I expected a quaint town with tree lined streets and a place you could feel welcomed you.
- * I thought the downtown stores would be empty and that the town would be surrounded by corn.
- * A manufacturing city.
- * **Farm** and industrial base. Small town; typical midwest community (Elkhorn beat Mayville in state basketball championship.
- * Small town, well kept, nice hotel.
- * I expected a clean but poor town.

2. Approaching the community, what do you notice first? (Evaluate EACH entrance)

Positive:

- * Coming in on 67 the town entrance is very appealing. the entrance sign on the edge was large and easy to read - well kept.
- * The river was attractive; both sides of it were well kept.
- * Wide main street; older, well maintained homes; park along the river; very attractive.
- * Nice approach, wide roads, clean. Beautiful, well kept park by river. River runs through town. Attractive downtown with *mix* of antique shops and contemporary business. Park benches and flowers nicely placed downtown.
- * Signs were nice at most entrances.
- * The sign that was three miles out of town was in great shape, looked classy.

Negatives:

- * The other entrances were very basic - not much zip - signs that were kind of beat up.
- * Although there were beautiful parks near the river, no one was in them. No children were playing on the swings etc.
- * Some downtown buildings need painting or updating.
- * North **67** entrance was not as attractive.
- * Entrance sign too far out of town; the one close to town was in bad shape.

3. *As you drive around town, your comments on:*

A. **Appearance**

1. **Downtown**

- * Nice wide streets - very clean
- * **Good** looking store fronts
- * Great streets - there were lamps low and high, **and** they had a water fountain.
- * Old but well maintained for the most part; liked the wide street, clean appearance; some buildings on south end of shopping area are in need of paint in front.
- * Fairly good parking - I was not impressed with the west-side mall.
- * Very nice like wide sidewalks, benches, wrought iron around trees.

2. **Residential**

- * Nice curbs and side walks - the people take pride in their homes.
- * All of the houses I saw were great - some were far better but none were run-down.
- * Well maintained; didn't seem like a lot available. Prices seemed a little higher than Elkhorn. Home seemed well maintained. Rolling terrain adds to the beauty of the city. Quite a few newer apartment buildings. Didn't seem like many houses for sale.
- * Not many houses for sale (**3-4**); well kept, no bad **sections** of town and only one really **run** down home.
- * Nice, lots of apartments, prices a bit high.

3. **Industrial park**

- * Very spread out across town.
- * West Park **and** John Streets are well laid out; neat.
- * No **sinage**; no rules regarding buildings; couldn't find front of building.

4. **Parks**

- * Beautiful city park **as** you enter town from the south on 67
- * Well kept.
- * River is an asset; park seemed well maintained.
- * Nice park on approach from south; river adds to town, well kept up, sand bottom.
- * OK - but not enough of them; **also**, where are the kids? didn't see any.

5. **Schools**

- * Very nice surroundings - larger and well kept.
- * The exteriors were incredible

- * High school campus looked attractive; nice setting. Older school on north edge of shopping area looked kind of blah.
- * Not impressed with old high school; new high school and athletic fields are quite **nice**.
- * **Looks** like a prison with the fence around the track.

6. Infrastructure (Sidewalks, streets, lighting, etc.)

- * Well kept curbs and sidewalks through out the town
- * Good sidewalks (no cracks); wide streets (plus); lots of benches and flowers; they had a great fountain.
- * Streets and curbs good. One block west of main street has a poor sidewalk. Streets, curbs etc. **as** a whole looked good.
- * Nice benches; flowers were super. Roads in great shape, no bad spots.
- * Liked the lower street lamps.
- * Need more trash receptacles downtown.

7. Other

- * Churches
- * Like most old towns, downtown has a lot of older buildings and areas surrounding downtown has older homes, with newer construction on the periphery.
- * Cheap signs in front of Piggly Wiggly

B. Signage

1. Community entrance/exit signs

- * Great entrance sign - big and neat on **67** coming from the south
- * Repair needed on entrance sign.
- * Entrance sign at south is messy; letters are not well maintained. Sign on the west side had two other commercial sign next to it which took away from an attractive city sign.
- * Sign on the north side looked good. Signs downtown didn't detect because of the wide street.
- * OK but nothing great.
- * Nice information sign.
- * No exit signs

2. Streets

- * Very clean - like the curbs and sidewalks in residential area.
- * The streets ~~seem~~ very wide giving an open feeling.
- * Clean and intact
- * Seem to be in good repair; could better identify dead-end streets.
- * Nice and wide, in good overall shape (compared to Elkhorn)
- * Well kept.

3. Directions to Hospital/Parks/etc.

- * Did not see hospital directions - city park is hard to miss - very beautiful.
- * **Good** maps
- * Didn't see any signage for hospital; **parks** identified.
- * No directions to hospital.

4. Storefront signs

- * Some of the store fronts were unkept - most signs were easy to read.
- * It is what I would picture in a small town.
- * OK, no problem. I think because of the wide streets they were not **as** noticeable.
- * Fair.
- * The store front signs have no flavor.

5. Industrial Park

- * There seemed to be at least two if not three industrial areas - a lot of truck traffic through town.
- * Fair buildings (south park)
- * There isn't any signage.

6. City Hall, police, etc.

- * Located downtown - very visible
- * City hall convenient location. Helpful courteous people.
- * Handy location, but not modern.

7. Billboards/advertising, etc.

- * Not many
- * Not many visible
- * Fair, no real impression.
- * Some **near** the community entrance signs looks **a** bit shabby.
- * Some of the billboards are old; the sign on the sign of the one restaurant was creative: "The only thing missing from LUNCH is U"

4. Visitor/community information

A. City/Village Hall

1. Is there a street map?

* Yes

2. Community brochure/directory

* Very good. Got it at Chamber of Commerce.
* Yes, the assistance was very friendly and helpful.

3. Community profile (including business and industrial opportunities)

* Struck me as generally a retirement town for farmers; saw mostly older homes, might have missed some newer subdivisions.

4. Recommendations on place to stay/eat/visitetc.

* Good recommendations. Not a real "nice" restaurant downtown unless the hotel is it.
* Some, the hotel was really nice.

5. Contact people & addresses listed if I want more info.

* Helpful
* Chamber of Commerce
* City offices

6. Complimentary Items (Postcards, bookmarks, coupons, etc.)

* Brochure obtained from Chamber of Commerce

B. Chamber office/visitor information center

1. Easy to locate (and did people refer you to it?)

* Yes, after I asked. It really wasn't marked outside on the building that I could see.
* People has to refer us, there wasn't any sinage.

2. Comments on info available (Street map/brochures/community profile/etc.)

* Very available. Lady was cordial and very helpful.
* Very helpful person there.

- * Brochure she gave us was dated; didn't give us a community profile.
- * The yellow map looked good.
- * List should be broken out by types of businesses.

3. Recommendations on places to stay/eat/visit etc.

- * Yes, very helpful.
- * Very good.

4. How prepared/helpful were they.

- * Well prepared and helpful; friendly.
- * They were very helpful; surprised they didn't have some staff for economic development/chamber.
- * They may have been a bit too candid re: the community's foibles.

5. Convenient hours?

- * Same hours as bank I assume

C. Info from general community (service station/motel/bars/restaurants/shop employees, etc.)

1. How knowledgeable about the community were they?

- * At the Audubon Inn they were very helpful and seemed to be well informed about the area.
- * Most people didn't know where to find any thing that wasn't industrial (i.e. ties, suits, even fishing tackle)
- * Kwik Trip lady didn't know much about community, generally people knew restaurants to recommend.
- * Talked to people in restaurants and bars, very helpful
- * Retailers seemed to have good knowledge; Hotel desk clerk very helpful and knowledgeable.
- * Talked to a lady from a machine shop; she was very knowledgeable about Mayville.

2. Did they refer you to someone else who could help?

- * We asked at the drug store if there was a pet shop in town - she was very helpful and gave us good directions to Ben Franklin out of the downtown area.
- * Chamber of Commerce did - told me of other city activities
- * Asked one store clerk best place for malt, referred me to Tommys.
- * Hardware store didn't refer to one just two doors down.

3. Attitude, appearance, etc.

- * Everyone we encountered seemed very helpful - all were friendly
- * Friendly, conservative, clean, self-respecting
- * Overall - **good**
- * Hotel was great and clerk was **very** helpful.
- * Very friendly, even to people on street.

4. Other comments

- * The shopkeepers were very pleasant but not overly talkative.
- * (Koech's Restaurant on west edge) cage was small, clean, cheerful, big breakfast for a good price.

5. General

A. Do residents know their community history/events/directions/etc.

- * Most of the people we talked to were from Fondulac
- * Most do. City newspaper told me that most activities could be found in the daily newspaper.
- * Yes, even shopkeepers.

B. Services....variety of retail...lodging facilities....

- * Retail seemed to be heavy on the hardware type and lacking in clothing and antique/gift shops.
- * Not much variety.
- * Only lodging I saw was the Audubon Hotel.
- * Didn't see any Drs. offices or mens clothing stores - only one hotel.
- * Only one hotel. There were no clothing stores for men, no jewelry stores either.

C. Are there public restrooms.

- * We were directed to the restaurants.
- * Didn't **see** any.
- * Yes
- * I don't think **so**.
- * Yes at chamber.
- * Yes, but they were in the parks or restaurants.

D. Payphones....are they working, phone books intact.

- * Yes.
- * Didn't see any.
- * Saw at least two; worked and phone book was intact.
- * Yes

E. Industrial parkdoes it look active & attractive.

- * It did not seem overly busy - was well kept
- * South park was so-so.
- * Nice, but not outstanding. Better than most towns in some respects (especially for a population of 4000)
- * No signage, not sure where front entrances are.
- * Some buildings could not tell which was front or back.

F. What does the community TASTE like? (Specialty restaurants/bakeries/etc.)

- * There were not bakeries that we saw - restaurants were more informal coffee shop types.
- * Food was good; price fair.
- * No real specialty shops, restaurants OK, hotel quite special.
- * Food at restaurant was good but service was bad.

G. What does community SMELL like?

- * Fresh clean air.
- * Clean and fresh like after a rain storm or freshly cut grass
- * Clean
- * No real smells, and the river didn't have an odor either.
- * A bit fishy at one point.
- * I did not notice a bad smell.

H. What SOUNDS did you hear?

- * There were a lot of trucks going through the downtown area.
- * Not much; no wild life, few people, no children.
- * Traffic only.
- * Light noise around factories.
- * Traffic downtown, quiet in neighborhoods.
- * Not much.

I. What did community FEEL like? (Emotional response i.e. cold/warm, crowded/deserted, inviting, etc.)

- * Inviting but deserted.
- * Very inviting; so where was everyone.
- * Farm retirement community probably because of the oldness of downtown
- * Typical small town; conservative I would guess. 50/50 on all counts.
- * Quiet, didn't feel lively because just didn't see many kids.
- * Not too many people in town. Some of the stores were empty. I went into one store and waited for 5 minutes for someone to help, no one did so I left.

DESCRIBE THE PEOPLE YOU MET (Friendly, helpful, etc.)

The lady at the Inn was very helpful and willing to show us around and answer any questions we had.

The other people in town were friendly - one man walked up to us and started to joke about something in the window we were looking at.

They all made **an** effort to help.

Friendly, helpful.

Very friendly - helpful service at restaurant but a bit slow - food good. Even people on the street were friendly.

True Value did not offer to help us until we asked.

All were friendly except the man at the Standard gas station who gave me a hard time when I asked for **a** city map. For many people coming into town he would be the first person they would meet; he did not make a good first impression.

ADDITIONAL COMMENTS/OBSERVATIONS:

Some of the store fronts were lacking repairs - the old bank.

Did not strike me as a tourist town - more local and self contained.

It **seems** like **a** nice place to live but not to visit.

WHAT WILL YOU REMEMBER ABOUT THE COMMUNITY SIX MONTHS FROM NOW

The quiet feeling and the beautiful **Inn**.

The fountain, the river and all of the **filled** downtown stores.

Hotel, wide downtown street. Benches downtown - good idea. Seemed like very few homes for sale. Park with river alongside.

Poor transportation linkages to get there

A quiet pleasant town.

Very clean but empty.

6. Doing it Right!

A. ~~List~~ the 5 MOST positive things you observed about the community.

- 1.)
 - * The "You Are Here" sign really helped.
 - * The entrance sign on 67 was very impressive
 - * The river
 - * Stable community
 - * streets
 - * Friendly attitude of people.
 - * Clean
- 2.)
 - * The downtown curbs, planters, benches gave a homey feeling.
 - * The great houses
 - * Nice **parks**
 - * Hotel
 - * Nice downtown; great trees, flower holders, benches.
 - * Very helpful people
- 3.)
 - * The city park was inviting with plenty of seating (picnic tables)
 - * The view from the residential side of the river.
 - * High school campus was impressive
 - * Nice average homes.
 - * Information sign by bank was great.
 - * Good place to raise a family.
- 4.)
 - * Curbs and sidewalks in the residential area.
 - * All of the full stores
 - * The improvements regarding street design downtown with the wide extension of sidewalks jutting out at comers.
 - * No bad areas
 - * Well kept streets.
- 5.)
 - * I loved the old fashioned street lamps and the water fountain.
 - * Great food at "Tommys"
 - * Sign and information directory downtown
 - * Parkandriver
 - * Verybigpark

B. Describe ONE idea that you will steal for use in your own business/community and describe the steps you will take to implement it within the NEXT 72 HOURS!

- * We are already working on a "You Are Here" sign.
- * Directory sign - good idea.
- * Would like to explore with county if they would allow us to put a directory signs on the square.
- * City map sign
- * **The city directory**