

A "FIRST IMPRESSIONS" REVIEW
OF THE CITY OF MILTON

by

Representatives from the City of Jefferson
October 28, 1993

Coordinated by: Steve Grabow, University of Wisconsin-Extension, Jefferson County

Sponsored by UW-Extension: Rock County & Jefferson County

"First Impressions" was developed by:
Andy Lewis, Grant County UW-Extension Resource Agent
James L. Schneider, Exec. Director Grant County Economic Development Corp.

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

- I knew Milton had a former college that now held an antique mall.
- A small community, somewhat of a bedroom community for the Janesville-Beloit area. I expected friendly people, small businesses and good schools.
- I knew Milton was a former college community. I expected them to have a chamber office and material available telling what they had in Milton and the surrounding area.
- Through the years, 20-25 of them, I thought Milton was merely a small town on Hwy. 26, not very special nor exciting, former home of Milton College.
- My perception of the community of Milton and Junction was that of a typical small town struggling with the problems of rural-urban growth, and the challenges of supporting small town business when larger shopping areas are present within a few miles.
- I thought Milton was two different towns. Haven't been in Milton proper for a couple of years and still think of it as Milton and Milton Junction, but would not have much to offer as it is so close to Janesville.

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

Positive:

- From the north, the approach was very nice with the upgraded highway, new residential development, golf course and gazebo. From the east, new industrial park sign. From the south, new residential and commercial development.
- Entering from the North Hwy. 26, golf course, new subdivisions, orchard. Entering from the South Hwy. 26, shopping center, Hardees, small clean businesses. Entering from the West Hwy. 59/M, small-town appearance, good school building, a small neighborhood shopping area. Entering from the East Hwy. 59/M, clean, well laid out industrial park with good signage.
- Overall quiet and well kept. A community which is expanding in all directions.

(cont.)

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- Goodrich House, the park, school, businesses on Parkview Drive.
- The highways leading into the community are in good condition with some informative signage and no visible eyesore problems. It was obvious that the community is proud of its athletic team as several signs indicated that pride.
- Lots of new housing going on, which meant growth to me.

Negative:

- The welcome sign coming from the west is hidden by vegetation on County M. The welcome sign from the west on Hwy. 59 appeared to be missing the "hang down" sign.
- Entering from the North Hwy. 26, old houses, poor signage. Entering from the South Hwy. 26, two very large advertising billboards. Entering from the West Hwy. 59/M, Hwy. 59 is more of a residential road than a Highway through Milton. Entering from the East Hwy. 59/M, none found.
- No material available. No central retail area. Retail is scattered all over, at each main entrance.
- Parkview Drive could use resurfacing when money is available.
- The long reduced speed zone as you enter the city from the North on Hwy. 26.
- Too many billboards and signs. Welcome sign mixed in - hardly noticeable.

3. As you drive around town your comments on:

A. Appearance

1. Downtown:

- Both downtowns have some nice, brick structures. Only a few have been restored, but several have false siding (cedar and sheet aluminum) that could be removed to bring back original character. The many restaurants and shops in the "Junction" downtown are very interesting (especially Liberty Station). The "Junction" has great potential and the mill is an interesting structure. The brown siding on the eastern downtown buildings is unsightly.

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- Old, clean, plenty of parking, lots of signs and a good variety of stores.

- Fairly well kept up.

.Businesses do not seem to be located where they are according to a plan. Some could use cosmetic freshening, especially from exteriors.

- Both areas consist of older building structures in need of modernization. Parking was adequate - free, but seemed to be confusing when looking for parking places.

.Business signs well marked telling what kind of business. Strip mall has nice space available for more business.

2. Residential:

- Very well kept residential areas. Healthy new development and nice, established neighborhoods. Greenhill Parkway is very attractive. This concept of a median planting should be considered in new development as well.

- Average age of most homes appear to be 35-45 years in the main part of town. Almost all the homes show an excellent pride of ownership with many improvement and fall decorations. The new subdivision in the North/East is in sharp contrast to the main parts of Milton. Milton apparently had good growth in the 50s and 60s, then virtually stopped until 1990.

- The community as a whole looks well kept. A lot of older homes which have been restored and a lot of new houses.

- Pride of home ownership generally.

- Pride of ownership was shown with well kept homes and lawns. The city is showing signs of rapid growth in several areas, especially along Hwy. 26. The infusion of the Old Milton College into the community was impressive.

- Many different housing developments going on. Also lots of remodeling going on. Most houses in good upkeep.

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3. Industrial park:
 - East Park very nice. Especially liked the entry sign, and there appeared to be landscaping requirements and individual company sign standards -- very attractive industrial park.
 - Well marked and well laid out.
 - Looks fairly new.
 - Promising.
 - Industrial parks are located in both areas. The park on Hwy. 59 in Milton was well signed with posted information for visitors. The Junction area was not as well defined and needs consideration.
 - People on the streets told us there were ~~two~~ industrial parks -- not well marked from Hwy. 26, but nice sign (sign on Hwy. 59 East, coming from Whitewater).

4. Parks:
 - Appeared well maintained. Play equipment is outdated and needs safety surfacing (to meet Consumer Product Safety Standards) including deeper sand/wood chips. Park across from Liberty Station needs a floral planting and benches or other enhancement features. Quality ball diamonds. Could use a major "gateway" planting or sign in Northeast corner of park across from Milton House.
 - I really only noticed one park, the one along Hwy. 26. If there are others, I missed them. This is an area that could be improved on.
 - Small and large with adequate picnic tables and playground equipment.
 - Adequate
 - The parks were many, clean and well equipped with adequate facilities. Consideration could be given to more modern equipment and surfaces to improve the safety of playground equipment.
 - Only saw one on Hwy. 26. Looked like the kids were using all equipment. Good use of small area across from Milton House.

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5. Schools:
- *Excellent physical plant appearance and outdoor facilities. Nice athletic complex at high school. Beautiful architecture and grounds at the new intermediate school.
 - The** buildings, looked excellent and well spaced around the community.
 - Good appearance and some recent expansion.
 - Milton people - nearly 100%* - are proud of their schools.
*100% of those talked with - about 12.
 - I found the schools in excellent condition. New construction appears to meet the needs of a growing student population.
 - We** did not go in any, but looked well kept from outside.
6. Infrastructure (Sidewalks, streets, lighting, etc.):
- Excellent** supply of parking lots for downtown shopping. Wooden light poles in "Junction's" downtown don't fit in and look shabby. I hope the asphalt curb being constructed on Madison Avenue is only temporary, because it is very unsightly. Both downtown streets are heavily cracked and patched. Overall infrastructure is o.k.
 - The** roads were a little rough, however of average conditions for town of the size of Milton.
 - Lantern** type lighting which would be more visible at night would be more appealing if they tied in with something on the sidewalk or street level. Also, a lot of street repair being done.
 - Some** repairs needed.
 - Was** adequate in areas I observed.
- *Streets were being repaired.

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B. Signing

1. Community entrance/exit signs:
 - The "Home of the Redmen" signs appear faded. Could consider the new sandblasted/painted signs like the new industrial park sign.
 - There was an excellent sign for a State Champion Team. Signs for local attractions - Old College, Antique Mall could be improved on with more signs and follow-up signs.
 - .Milton, the Historical City.
 - Only fair.
 - Did not observe general community signs, other than required state signs. One sign demonstrated pride in football team. Museum signs were well posted. New post office well posted and located.
 - Bad signs, too little from all directions except Hwy. 26 sign coming from south. Did not see any signs telling directions where business districts or industrial parks were or directions to historical college area.
2. Streets:
 - O.K.
 - Adequate.
 - Marked clearly.
 - Adequate.
 - Hwy. 59 under construction. Needed improvement. John Paul Road, new from 50 to Janesville, excellent condition and handles heavy traffic.
 - O.K.
3. Directions to Hospital/Parks/etc.:
 - The historic district in the old college has only a small sign on Hwy. 26. This could be improved. (A tenant said that people don't notice existing signs on Hwy. 26). Noticed medical center sign. Could come up with a standard wooden sign at each park.

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- None noticed.
 - No hospital; no signs for parks.
 - Didn't see any.
 - No hospital - Use Fort Atkinson and Mercy Hospital in Janesville. More medical facilities would be selling point.
 - Did not see any.
4. Storefront signs:
- Definitely could be improved. Store owners need some professional guidance and standards.
 - Large and plentiful.
 - Large signs.
 - Only fair.
 - All in need of modernizing. Color scheme would help. A theme for development could be considered.
 - Good.
5. Industrial Park:
- Excellent on East Park.
 - Tasteful and to the point.
 - No signs to let you know where they are. East Park nice sign. West not called industrial park on sign - lists industries.
 - Adequate.
 - Nice sign on Hwy. 59 with telephone inquiry number. Not so at Junction site.
 - Only found one of the two and was marked well when we found it, but not well how to find it.

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6. City Hall, police, etc.:
 - O. K.
 - The sign for City Hall could be enlarged and have more placements.
 - Small signs on door.
 - *Adequate.
 - Adequate.
 - *Located in Milton. Well posted. Seemed to be well staffed clean and well lighted.
 - Almost went by it. Really was not very helpful about anything in their community. Didn't even have a map to give us or information. Offered to sell us a map for 75¢. Went back twice. Second time gave us an old map.

7. Billboards/advertising, etc.:
 - Appeared fairly typical.
 - *Plenty and large.
 - Golf course had a nice sign. The Orchard.
 - *Didn't see any.
 - Not observed.
 - Too big and cluttered.

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4. Visitor/community information

A. City/Village Hall

1. Is there a street map?

•Yes.

•Told they're in the process of making one - two to three months before available.

•No. Existing map (red cover) required five stops before acquiring. City Hall doesn't have one.

•There is an apparent lack of up-to-date sheet map. Was informed copy available for 75¢. Was also informed that new maps were under development and will soon be available.

•No one in town seemed to even have an old map or any information. New packets were being printed, but not for three months. They sent us to the pharmacy - Byron - Chamber President. He had nothing to give us, Sent us to Rudy Gaddini (insurance agent). He had nothing, but took my name to send packets when they come from printer.

2. Community brochure/directory:

•Yes. The cover of the booklet and the photographs could be more professionally done, i.e. some of the photos are blurred.

•Nothing available.

•Barely helpful.

•Informed that a community brochure is available, but was unable to obtain one. Asked for brochure in several places with no success.

•None available. But at 11:30, Steve went back to City Hall and they give him an old map. No charge!

(Note: Apparently, the map and brochure was found after several of us were told they did not exist.)

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3. Community profile (including business and industrial opportunities):
 - Not handed out at City Hall.
 - Yes, but they originally asked me to pay 75¢ for one. Then they suggested to get one free from the Chamber. Two Chamber members and four stops later I returned, without a map. At this time, the City Hall gave me a map free. We were told that a new map, brochure and community profile was in the process for distribution.
 - Nothing available.
 - *Nothing to speak of in print.
 - None available.

4. Recommendations on place to stay/eat/visit...etc.:
 - We were recommended to the old orchard and the Antique Mall on the campus of the old Milton College.
 - Three different opinions on the best place to eat.
 - None that I found.
 - No consistence. Many recommended. All looked and appeared to be average.
 - People on the East side only gave restaurants' names from East side. West side only gave West side names.

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5. Contact people & addresses listed if I want more info.:
 - No names listed anywhere, but Rudy at the insurance company offered and did take our names for a follow-up brochure.
 - None given.
 - None.
6. Complimentary Items (postcards, bookmarkers, coupons, etc.):
 - Not a lot available.
 - One free map.
 - None available.
 - None.
 - Not observed.
 - We received flyers from Campus Antiques on antique stores and Milton specialty shops. Rudy Gaddini gave us a 1994 wallet calendar.

B. Chamber ~~office/visitor~~ info center

1. Easy to locate (and did people refer you to it?):
 - No.
 - No visual Chamber organization. We made a number of inquiries about the Chamber, and always received the same answer, "I think we have one, but I don't know where it is located."
 - No office. Sent to three different places for info and ended up with nothing.
 - Few knew where it was. Few knew names of Chamber people. (No Chamber office.) Note: It may not be necessary to have a physical "Chamber *office*" but business people and the citizenry should know the names of a couple of Chamber, business or local government people who can provide information.

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- There is an apparent lack of knowledge on the part of the citizens as to where the Chamber office location is or even if there is one. Stopping at one potential site indicated they were open, but was in reality closed and locked.

- Does** not have one, but people on the streets and in IGA (while standing in line I talked to locals) thought there was one. But didn't know where. People kept sending us back to the Milton Historical Society Building, but no one was there, although sign said it was open.

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

- Limited.

- No** Chamber office.

*Unable to observe. Understand information is being developed.

- Only information from antique shops.

3. Recommendations on place to stay/eat/visit, etc.:

- Limited.

- No** Chamber office.

- Not** available in usable and informational literature. All eating places not listed even though they considered themselves as Chamber members.

- Not** applicable.

4. How prepared/helpful were they?:

- No** Chamber office.

- No** packets to give out. New ones being printed.

5. Convenient hours?:

- The** community apparently does not have a staffed Chamber office to my knowledge. It would appear to be a major problem in providing incoming people with adequate information about the community. The schools do have informative info. Several people expressed an attitude of unhappiness with Chamber office.

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

1. How knowledgeable about the community were they?

*Everyone helpful and willing to take time to discuss the community.

•IGA cashier was very helpful. Most people on the street did not know that Milton did not have a Chamber office.

•Lady at the Orchard gave more info about the community than we received from City Hall or anyone else. Upstairs/Downstairs owner suggested places to visit. Owner of Liberty Station answered most of our questions.

•Very!

•Positive impression of community and its growth potential. "No place to shop for anything." Great schools, nice place to live.

•Clerk at IGA tried to help - even looked in phone book for Chamber. Knew they had one, but didn't know where. Stopped people on street. Thought they had one, but didn't know where. Even an employee on the City truck could not help us. Owner of Liberty Station helpful - really a divided (east and west) community.

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

•Yes.

•Yes, we went from the City Hall to the mall to the insurance agent to the Antique Mall to the Historical Society to the Public Library back to City Hall.

•Lady returning books to library sent us to City Hall. City Hall sent us to pharmacist (Chamber Pres.) in mini-mall. Pharmacist sent us to Milton Historical office which was supposed to be open, but wasn't.

*Sometimes.

•Did not seek information from people I talked with.

•Sent from City Hall to pharmacy to insurance office. All sent us to Historical Society. Stopped at Library. He even called the home of person whom was to be there. No results.

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3. Attitude, appearance, etc.:
 - The attitude and appearance were o.k.

 - People had good attitudes and enjoyed the small town life of Milton.

 - Fair attitudes. Fair appearance.

 - Very good attitude and appearance.

 - Most were friendly, outgoing and felt comfortable about talking about their town.

 - People liked living there. A couple of people I talked to were from Janesville, but moved to Milton to get out of the city. Would not move back.

4. Other comments:
 - A Chamber office could be an important part of Milton's future.

 - Lady at The Orchard gave more info about the community than we received from City Hall or anyone else. Retail in Goodrich Hall very unhappy that they can't place signs on main corridors so people can find them.

 - The people I met were friendly, warm and tried to be helpful and all twelve succeeded!

 - Concern expressed over lack of operating capital to promote the functions of a working Chamber and to promote business and industry within the community.

 - I feel even though the ~~two~~ cities merged, they really did so in name only. East side and West side are truly divided. I feel a Chamber office would be a great benefit to pull them together. It seems the Chamber is in its baby years. Just a social club. Evident because 70 people came to their last social hour, but no Chamber office.

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5. General

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

- People I talked to were quite knowledgeable.

- Yes, we talked with people at the library and the Antique Mall, and both had an excellent account of City and mainly college events.

- Some did, some didn't. No one knew much about the Chamber, if they had a Board of Directors or their dues schedule.

- Very Important: The new owners of Burdick Corporation have good backing and industry-respected expertise. Their attitude is "What's good for Burdick is good for Milton." And they're only three to four months here! A real plus for Milton in months and years ahead!

- As well as most citizens of any community.

- People we talked to seemed to know the college history quite well.

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

- The "Junction" downtown needs more shops to compliment the restaurants. We were told that people don't shop in the downtown areas very much.

- Great IGA Store, good variety and fair prices.

- Lacking in variety. Not a major consideration for most people.

C. Are there public restrooms?

- Not real obvious.

- The Library.

- Not that I noticed.

- None visible or easily found.

- Did not see any.

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

•Not real apparent.

•Did not search out.

•Observed one book was torn.

•Lack of outdoor payphones. 'Books not intact.

•Did not see any.

E. Industrial park...does it look active and attractive?

•Both parks were good. The East Park was particularly good.

•I only visited the East Industrial Park and felt it was laid out and marked in very good taste.

•Yes.

•Yes on Hwy. 59. No, Junction.

•East side one looked inviting. Found the west one late in the day. Not marked. East side found by accident when coming in on Hwy. 59, East from Whitewater. Nice sign outside, but nothing from Hwy. 26.

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

•The Liberty Station was outstanding. This is a great anchor for future improvements to the Junction downtown.

Great apple juice!

•Bailey's Cheese Cake - Liberty Station

•We ate at the Liberty Station. Friendly waitress. O.K. food. Owner friendly. Said she belonged to the Chamber. Thought she had a sign up. Could not find it. Attractive restaurant. She was very informative about city. She likes it here.

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- G. What does community SMELL like?**
- No great smells. No offensive smells.
 - Clean.
- H. what SOUNDS did you hear?**
- None noticed.
 - Noise from lots of trucks and street repair being done.
- I. What did community FEEL like? (Emotional response i.e. cold/warm, crowded/deserted, inviting, etc.)**
- Quiet
 - It felt like a warm community.
 - Fairly warm response, but not much enthusiasm. Quiet.
 - Not too many people in stores or restaurants. Feel it's a bedroom community.

Describe the people you met (friendly, helpful, etc.)

•The people were all friendly.

•The people were friendly and helpful. IGA's cashier was very helpful. Rudy the insurance agent was helpful. The library manager was very excellent in giving information and extremely helpful.

*Most were friendly and tried to help, but sending people from one place to another to get information and receiving nothing is very frustrating.

•I interviewed twelve people from 9:45 a.m. to 4:00 p.m. with break for lunch. I used my television news work methods of interviewing. I enjoyed very much meeting the people of Milton.

•I found the people to be friendly, cooperative and comfortable about talking about their community. Many expressed pride and confidence. Others indicated needs that should be addressed. Probably like people in Anytown, U.S.A.

*Campus Antique Mall man very friendly. Also, the owner of Liberty Station. The IGA clerk tried to help. People on the street didn't seem to know much about their community. Man at Library really tried to help us and knew lots about the community.

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Additional comments/observations

•The historic district appears to need some help from the City such as paving of the drive/parking lot, better signage on Hwy. 26, enforcement of ordinance on yard debris, abandoned vehicles, etc. (which are unsightly and adjacent to the "artisan" building). Both downtowns need better street furniture and "streetscape" improvements.

•Milton has three very distinct areas: Milton College, West Milton, East Milton.

•Regarding the City Hall experience, these people are City employees and professional people, and it seemed like it was sort of a bother to be asking these questions.

•I felt the people still think of themselves as two different communities. Almost competitive in their reference to East and West Milton. Their lack of community is quite evident. A need for a Chamber office is a real need. If they cannot afford, I suggest packets of information be given to the Library. They have a history room there. Or contact the man at the College Antique Store for at least a counter area, if not the room he has to the left when coming in, as an office. He's really a good representative of Milton - and also would bring more people into that area. Also the City Hall should have handouts. If people who are looking to move there got the same confusion we did, I don't think they would try to move there and yet the area is close to Janesville and Whitewater and Madison and would interest me. Lots of great things here. Schools - golf - antiques - historical - a photocopy at least of old information - I think until new packs come in.

What will you remember about this community six months from now?

•The historic district and the Liberty Station Restaurant.

•The Antique Mall and the Milton College history and legacy,

•The inability to obtain general info about the community from the people who should have had this information.

•Again...I am genuinely and objectively impressed with Milton people, their pride, their friendliness and helpfulness. There may be needed changes for the future and they'll be the right changes because they'll be well thought out with a lot of input.

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•Pleasant, quiet community showing great pride in its schools and friendly, helpful, outgoing citizens.

•I think the development of the Old Milton College area was great and I am going back to fully see it.

6. Doing it right!

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

1. The Historic District (in particular the building with the artisans).
2. Liberty Station.
3. Quality physical plants of the schools.
4. Considerable new residential construction. Very high quality housing surrounding the golf course.
5. Potential of the "Junction" downtown if the buildings were historically restored.

1. The three separate and unique areas.
2. The apple orchard.
3. The Antique Mall.
4. The Milton College Legacy.
5. Good schools.

1. Nice golf course.
2. Mini-mall seemed to be doing well.
3. Quiet community and low crime rate.
4. Schools.
5. Utilizing old college buildings of retail shops and antique shops.

■ - I find Milton to be a growing community with generally happy people, with pride of community accomplishments. This city has a future! Change will be well thought out.

1. Schools.
2. Residential areas clean and neat.
3. Nice industrial parks on 59.
4. Warm, friendly people.
5. Community pride.

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1. I felt what businesses were there were very well marked to identify trade.
2. Lots of new housing in every direction.
3. Historical preservation of Milton College done very well.
4. Great parking around businesses.

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!

•Perhaps, lease out space for the local Antique dealers in our area, and try to see if we could create three unique interest points in our city to hold the interest of our visitors as well as Milton held my attention! I have done a general city overview after my visit to Milton.

•No recommendation.

"FIRST IMPRESSIONS" SLIDES OF MILTON, WISCONSIN

By City of Jefferson Visitation Team
October 28, 1993

IMPRESSIONS

	Slide Number	Location/Description	Positive	Mixed	Negative
Roll 1	1	Liberty Station	X		
	2	Downtown Junction Storefronts		X	
	3	Junction Parking	X		
	4	Junction Historic Building Potential	X		
	5	Infrastructure (Wooden lights, paving, streetscape)			X
	6	Aluminum Siding on Storefronts			X
	7	Park Needing Benches, Floral Plantings		X	
	8	Eastside Downtown - Brown Siding			X
	9	Park Facilities and General maintenance	X		
	10	New Shopping Area	X		
	11	Entrance to City from South on Hwy. 26	X		
	12	Park Welcome Sign	X		
	13	Historic District Entrance	X		
	14, 15	Historic District Readapted Buildings	X		
	16, 17	Infrastructure in Historic District			X
	18	Greenhill Parkway	X		
	19, 20	High School Physical Plant	X		
	21	New Subdivision - Blanche Drive	X		
	22	Park near High School - Signage			X
	23	Welcome Signs		X	
	24	Signage on County M - Obstructed			X
	25	Little League Complex	X		

IMPRESSIONS

	Slide Number	Location/Description	Positive	Mixed	Negative
Roll 2	1, 2, 3	Westside Industrial Park		X	
	4	Entrance from West, Hwy. 59		X	
	5	Signage from West, Hwy. 59 - Missing			X
	6	School	X		
	7	Road Construction		X	
	8	New School	X		
	9/10	Curb Reconstruction			X
	11	Safety Problem - Bike Trail on Hwy. 26			X
	12	Milton House Setting	X		
	13/14	Outdated Park Equipment - Safety Concerns			X
	15, 16, 22	Historic Buildings	X		
	17	Worn Out Park Sign			X
	18, 19 20, 21	New Eastside Industrial Park	X		
	23	Opportunity for "Gateway" Sign/Plantings	X		
	24	Entrance from North, Hwy. 26		X	



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December 2, 1993

Mr. Joe Moskal
CRD Agent, Rock County
Courthouse
51 S. Main St.
Janesville, WI 53545-3978

Dear Joe:

We are pleased to present the findings of our "First Impressions" exchange with the City of Milton. The six City of Jefferson representatives, consisting of four men and two women, conducted the review of Milton on October 28, 1993. Our group was comprised of persons from various fields including private business, real estate and education. Several participants have been active in the Chamber of Commerce and the Jefferson Development Corporation.

While it is difficult to generalize our findings, our group was very impressed with the old Milton College Historic District. This unique collection of antique and artisan shops appears to be a major focal point of the community. We also had a very favorable impression of the high quality residential areas, the appearance and perception of the school system, and the standards in the new eastside industrial park. We also discovered a lot of pride and friendliness in the people of Milton.

We were also straightforward in some of our constructive criticism. For example, our group made many observations about the need to work on the development of a better Chamber of Commerce identity and function. Several of our representatives are active in Chamber activities, and the comments reflect considerable experience in this area. We also have made suggestions on improving signage, renovating some of the downtown buildings, and updating the parks' play equipment.

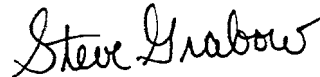
While we certainly did not achieve consensus on every evaluation category, we hope our evaluations are useful to Milton's leadership. We believe this exchange will greatly

Joe Moskal
December 2, 1993
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benefit the City of Jefferson, and we appreciate the **opportunity** extended to us by you and your clients from Milton.

Included in our packet is a set of slides illustrating some of our observations. Again, thanks for your assistance in facilitating this valuable exchange.

Sincerely,



Steven H. Grabow
Community Resource Development Agent
UW-Extension
Jefferson County

SHG/ljw

Enclosure