

# *First Impressions*

*Revised 2/10/93*

*A program for  
community improvement*

NEW LISBON, WI

by

*Abbotsford, WI*

*December 9, 1993*

*Developed by:*

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*&*

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# ABBOTSFORD Chamber of Commerce, Inc.

WISCONSIN'S FIRST CITY

P.O. Box 418 • Abbotsford, Wisconsin 54405



December 15, 1993

President  
Chamber of Commerce  
American Family Insurance Building  
New Lisbon, WI 53950

Greetings from Abbotsford, Wisconsin. Enclosed please find our "First Impression" report on your city. We visited New Lisbon on December 9, 1993. We arrived at approximately 9:15 a.m. and departed around 2:00 p.m.

Our team was made up of seven people arriving in two vehicles. There were two females and five males in the team including one husband and wife who were owners of a business. One person represented our county economic development corporation, one person represented city government, one represented the school system and the other four represented owners of local businesses.

The day was sunny and unseasonably warm. You didn't have any snow while we have at least four inches on the ground. It was almost like a **trip** south.

Thank you for participating in **this** program with you. If you have any questions you may contact me at (715) **223-2386**. We look forward to reading of your visit to our community.

Sincerely,

A handwritten signature in cursive script that reads "Brad Gillaspie". The signature is written in black ink and is located below the "Sincerely," text.

Brad Gillaspie  
President  
Abbotsford Chamber of Commerce

AS YOU APPROACH THE COMMUNITY. . . . .

I. *What was my perception before visiting? What did I expect?*

Small rural community. Sandy area. At a place our city was 10 years ago. A town similar to our city.

A small community which could have some travel oriented services because of its proximity to the interstate. Because I have never stopped there when taking the interstate, I was curious to see what else the city might offer.

I had expected, because New Lisbon is an interstate community, that there would have been more development between the city and the interstate. There was also the idea that the community supported an organized municipally owned industrial park for economic development.

A community of similar size competing for survival between Mauston and Tomah. Basically a bedroom community.

II. *The "Five minute" impression:*

*Take one drive through the community without stopping. As you exit the community, pull over to the side of the road and write down what you felt about the town with only this quick look. Do this in silence, don't talk with the others in your group for this part.*

I liked the lake and train car as I entered town from the north. I also like the brick building downtown. It looked interesting and worth another look. The homes along the street were older, but in decent repair. None, however, made me want to stop and go through them.

Did not appear progressive due to lack of a modern retail business. Appeared moderate to low income area with tight budgets without extras to update and modernize homes. Noted recycling business and lots of churches.

Nice motel on the north side with a 24-hour gas station and two more restaurants. Quite a distance from the other side of the interstate to the city. Nice lake with camping! The dam. The caboose and the city sign. Both look nice and inviting. Some new buildings on the way in but then much older building, most look like they need repairs. Pharmacy sign is missing a letter. Stands out like a sore thumb. Nice park downtown. Drive-in restaurant on south side closed. A compact city. Doesn't take long to get through it and not much industry to the south.

New Lisbon is an older community which projected a lack of pride taken in their main street businesses, as evidenced by the bricks falling out of various buildings. There is an inviting entry to the community along

highway 80. Older homes are well maintained with a few exceptions. Several main street business places are in need of refurbishing. Community appears to be just getting by.

As you "drive" around town:

*You now divide into your teams: one team will drive the town for about an hour while the other members will hoof it and start visiting businesses, city hall, etc. After lunch the teams will switch roles so everyone has a chance to drive the community and to personally walk into stores and visit with people.*

III. Driving. . . evaluate EACH entrance.

*Go about 1/2 - 1 mile out each road and return. List each road (61 North, etc.) and list positives and negatives for each.*

80 North Other than the entrance to the community on highway 80, and a small sign welcoming travelers to the city, there were no other signs readily found. All other entries to New Lisbon were typical of many Wisconsin communities.

Woodsy, curving, welcome entry. Signs pleasant after the expressway.

80 North - cemetery, recycling center, lake, train car. (The lake and the train car caused people to take a second look and maybe stop.

Fair amount of vacant land between the downtown and the interstate. The 25 mph limit seems restrictive. Looks like a subdivision going in at the new water tower. Businesses north of the interstate seem always busy.

A West rural entry to town without signs

County trunk A and Taylor Road were typical rural entrances with some neglected farm buildings along the way.

Newer homes, farmland, industrial area - doesn't look real inviting but the industry does show some promise of community development and growth. The homes in this area, however, didn't give the impression of a progressive community.

Walker's main office sure looks nice but they are pretty messy right along the highway. Certainly doesn't give a good impression. Mobil home park is neat and kept up. The number of small businesses along this route shows initiative.

12/16 East Busy roadway

Nice attractive mobile home park, river, pine trees. Fairly attractive entrance to the city.

The pallet business looks busy but doesn't add to the attractiveness of this entrance. This road leading into town seemed to wide and inviting.

The entrance to the city with the logging industry offered a less than inviting visual introduction.

80 South First thing you see are some unkempt properties.

Airport looks new with the paved runway. Not a real orthodox entrance to the airport. Homes not well kept up.

Typical farmland. Good signing for the airport, sportsman club and the nursing home.

We happened to come across an entrance to a good community airport.

Driving around the community offered us a view of a typical rural community. There weren't many housing starts which would indicate a near level population growth. Several of the homes needed repairs and garbage appeared to be scattered about in places (collection day). The ownership of several businesses was not local and offered little loyalty to the community.

**IV. (a) Driving. ...evaluate the downtown business area:**

***(Signs, appearance, size, etc.)***

No new signs. No uniformity such as store fronts, trees planted at regular distances, etc. Christmas decorations were sparse.

Not a very large retail base. Better signs, i.e. like the pharmacy missing one of the letters.

The signs painted on the sides of buildings provided inviting directions to the tourism opportunities in the area. As you approached closer to the buildings and saw the bricks falling out of the wall, my question was: What are the tourism attractions like? Were the attractions maintained or allowed to deteriorate? Some stores made an effort to update their storefronts, however they neglected store sides or allies. Dirty store windows, uninviting taxidermy displays, store signs propped against the building and general lack of paint projected a minimum effort by the community to invite people in. Perhaps that is why the community doesn't appear to be growing.

Downtown was easy to find but there is not a lot of it. There are some attractive old buildings--some look vacant. Whether they are or not we couldn't tell when they have no signs. A few are nicely kept up and used as businesses.

Nice municipal building and fire station. Modern police vehicle. Noted combination access to fire hall - good idea.

I found the downtown appealing due to the old structures. Consideration may be given to renovating these structures through possible historical monies. I felt at home in the downtown area even though it seemed in disrepair. Obviously the steps up into the stores are a barrier to physically handicapped individuals. I really like the murals all about town. A credit to your high school art department.

IV. *(b) Driving. . .evaluate other business area.*

There didn't seem to be another business area other than downtown. There needs to be retail development out to the interstate to draw people into the city. The Rafters restaurant and motel on the north side of the interstate could cause people to stop, but they might not even realize New Lisbon is to the south.

Interesting downtown with a need to preserve. I liked the heritage of these buildings. Is there enough retail for a tax base? I think not!

Too much litter on the streets. Murals on the sides of the buildings were great. Could possibly be a signature item for the city.

The businesses on the north side of the interstate are obviously busy. I feel the area between the interstate and the downtown should be used for more retail rather than housing in order to draw more business downtown.

Industry has been allowed to develop at random around the community. There appears to be no long range plans by the community to create an orderly managed growth. Without an organized area for industrial growth, heavy truck traffic travel in and near residential areas causes hazards to pedestrians and children playing.

V. *Driving. . .,comments on residential:*

Seems to reflect marginal incomes. Updating of 1940-50 homes didn't appear to taking place. I was impressed, however, with the neatness, trees and the well cared for appearance of both larger mobil home parks.

As we drove about the community, we found the streets were well maintained. Overall the housing stock has been maintained with some exceptions. Those homes with the older charm are those generally that need the refurbishing. There doesn't appear to be any areas available

for residential development, unless we missed them. There were some abandoned vehicles visible and some yards and out buildings showed neglect. The mobile home parks were well maintained and appeared to be orderly.

I kept expecting to find a new housing development. Instead I found some new homes right in with the old, all over town. Most of the homes were in decent repair but there was an occasional "dog" right in the middle of a nice area. I never did see a neighborhood that made me want to live in it.

Many curving and dead end streets. Streets with no curbs. Not an overabundance of sidewalks. No unkempt porches as far as towns went.

I found the city streets to be wide and inviting. I found most homes in good condition even though most were older but not old enough to be historic. I saw only three homes that were for sale and one restaurant (south side) for sale. Newer housing is needed if you are to increase your tax base, provide more in the form of potential retail customers, etc.

VI. Driving...comments on:

a. **street signs**

Highways were clearly marked as were most streets.

Street signs appeared to be a mix of new green signs and older white signs. There were some signs which appeared to be missing. Some sign posts were askew.

Some signs really need painting and re-hanging. Direction **signs** would help. Larger identification signs for city hall, chamber of commerce and the medical center.

b. traffic patterns/street conditions

Easy flow of traffic through town for being a junction of **so** many highways.

Because of the river, there are few straight or through streets - at least it seemed that way.

There seemed to be quite a bit of traffic going through town without it being congested. Obviously with the interstate taking most of the traffic, those who are going through New Lisbon are doing **so** because they want to.

The main street shared the traffic from state highway 12-16 which included truck traffic. The traffic was not too heavy during the period

we were there, however the truck traffic does pose a traffic hazard to crossing pedestrians. It is anticipated that the summer traffic would be heavier, thereby creating an additional crossing traffic hazard. This traffic count might serve to discourage shopping by customers. City streets appeared to be in good repair.

*c. welcome signs (at entrances)*

A small welcome sign was noticed (almost missed it). There were a variety of signs visible at all major entrances to the community. Most were of the same general size and messages were generally overlooked. Community needs to have a sign at each major entrance which makes a statement. I would also suggest combining service clubs on the same sign. A sign combining the area churches would also be recommended.

I saw two. They are colorful but not very big. One painting on a business in downtown is nicely done.

Seemed to be very welcoming from highway 80 north. **Also** impressed with the outside murals on several stores.

*d. direction signs to parks, schools, hospitals/clinics, attractions, services (i.e. police), etc.*

Excellent

Could be improved and uniform **so** easily recognized. Could be a nice Lion or Scout project.

No signs on the highways directing to these services, but there were some when you got close enough to actually see what you were looking for.

I liked the signs pointing to specific locations such as churches and the school. We don't have that. Availability of locally owned electric poles may be a plus for you in that area. I must have missed the sign for the clinic. I found it by walking by.

**VII. Driving. . . comments on industrial park/area:**

*Sign well defined. . . busy. . . growing. . . new. . . etc.*

Older community, more signs might help. No defined industrial park. Great industry for a small community.

Industrial park area not defined or found. Industry is not located in any one general area, rather has been allowed to develop at will. Community seems to continue to follow this philosophy. The city does not have control of an area that they can develop with a progressive appearance and show a sign of community growth.

No defined area, I saw no signs. New Walker plant addition and main office area was quite attractive. Leer cooler plant - some activity outside showed it was in operation. Older facilities with newer additions gave impression of steady growth.

My experience has been that most small cities have allowed industrial growth to take place whenever it could. As a result, consideration toward aesthetics is overlooked for the sake of tax base and jobs. That seems to be the case in New Lisbon with several of their businesses.

VIII. Driving...comments on schools:

School facilities were spread out. Looks to have been added onto haphazardly. How efficient is it? Does look like it has lots of room for the students.

Off the main traffic area. Seemed like there was a series of temporary buildings that became permanent for the elementary school. Very poor parking. What was with all the fences?

I spent quite a bit of time with the elementary secretary and the high school principal talking about schools. (I was a parent looking at New Lisbon as a place to move to.) Both were extremely friendly and helpful by providing me with written and verbal information. At the elementary the strongest selling point seemed to be the friendly people. The low pupil/teacher ratio was the most appealing to me. At the high school high marks were given for the extra curricular activities. Little was said regarding academic strength, advanced use of technology in the classrooms or the library. I expected each of these people to speak highly of the system and they did. Giving out curriculum materials however, doesn't have as much impact as speaking of specific academic strengths. Lack of housing was mentioned as a problem for someone like me.

School appeared to be maintained and located within the community. I did not take the opportunity to see if building growth can be realized at that location. Education is one of the first questions addressed by industry in their site selection. Neglected buildings and cramped locations deter industry selection. Didn't seem to be the case here.

IX. Driving...comments on parks, play grounds, athletic facilities, etc.

The park at the entrance to New Lisbon serves to be the community highlight. Unless missed, there didn't appear to be other parts in the community other than the public school playground. The community does have an outdoor swimming pool, which does provide good summer recreation and an opportunity for the whole area to enjoy.

The large tourist park was a nice facility. Looks like the buildings could use a little paint, but otherwise mostly an asset to the

community. Didn't seem to be much more to the city parks except on open area with monument and a few swings. The athletic field area is typical for this size of community, but it seemed small in comparison to the size of the school.

River appears to be an asset that could enhance the city.

Lots of brush in Hog Park - could be there all winter - Great potential there for development. A lot of nice parks for a small town. I liked the water fountains too! If electrical power is cheap, more Christmas lights at Hog Park. Nice Welcome.

Impressive. City pool is a plus. At this climate an inside pool would provide additional enjoyment. Nice parks! A real plus for you. City tennis courts too.

X. *Driving....comments on other:*

*a. hospital/clinics*

The community does not have a hospital but does have a clinic serving the area.

Nice medical facility but not adequate signs to help a tourist find it. Same with the nursing home. Needs better signs.

Small and neat dental and medical clinic. No doctors names mentioned on the outside to let you know who was practicing there.

*b. billboards/advertising*

The IGA store could use a sign on the building. The carwash needs a sign out away from the building. Didn't see any other signs that really caught my attention except the two murals painted on the buildings.

I found it to be excessive. At main entry to town it was helpful. I liked the murals, especially since it used high school talent.

There were a number of **signs** to the entrance of the city advertising various civic organizations, churches and businesses. Some of the signs were illegible and should be removed or repainted.

c.

Airport is poorly signed but is a very nice asset with lots of potential. Also clean up the brush. Black top runway is progressive. A turn-around would have been nice. New building access was roped off so I had to go up to the residence.

The city is easy to get around with ample parking and good signing.

*XI. Walking around...comments on businesses (physical part):*

*Appearance, displays, signs, etc.*

IGA - Great  
Drugstore - Good  
Flower Shop - Small but okay  
Mini Mall - Okay junk shop  
Hardware - Not progressive  
City needs - Clothing store, variety store  
Banks - Good  
No retail business open after 5 except the IGA. Working women need more hours to shop.

Some of the business community appeared to do what was minimum, while a few did upgrade their places of business. The grocery store and pharmacy appeared to be the most thriving retail establishments in town. The grocery store's shelves were well stocked and offered a good selection of grocery items for sale. There is a prominent arrow collection in the pharmacy without any information available as to the origin and history at the store. We were referred to the library. The Kwick Trip anchors a high traffic corner in the community and offers a varied selection of retail.

I noted the neat interior of the stores. Helpful employees. Very nice grocery store. All employees had on Christmas sweatshirts. Very modern and attractive bank interior. Not overly decorated for Christmas.

Most businesses were neat on the outside. Some, like the flower shop, made you want to stop in. Several of the older buildings had rather rustic interiors that were interesting. Nice post office, bank, fire department. The IGA store had a great selection of meats and did very well with the small space. The drug store was also well stocked.

*XII. Walking around...comments on people:*

*Were they friendly, did they know answers to questions, did they try to help, appearance, etc.*

The citizens of New Lisbon were friendly and all those we spoke to were helpful. The people at the Kwick Trip did not know if the Chamber office at the entrance of the community was open or not. We were directed there when we asked for directions to the Chamber office. The Corner Restaurant personnel offered friendly answers to our questions and the owner of the American Family Insurance office went out of his way to offer assistance. We had a most interesting discussion with the city clerk. He was most helpful and offered assistance without hesitation. His efforts to answer our questions must be complimented.

I found the people to be friendly and frequently had humorous insight. They were open when I expressed an interest of business affairs. The city clerk had several locations in mind and the Hardware Hank people were most accommodating, helpful and willing to sell too. Many business were branches of larger stores but each had a personal touch and feel.

The people were quite friendly and helpful, except the "antique" mall, where I don't believe she asked us one question and hardly acknowledged our presence. (This could be because most of her customers are browsers.) Unfortunately the answer to many of the things we asked for was "you'll find it in Mauston."

Friendly. Know local answers. Not very positive about the future of the city.

If, on my first stop in New Lisbon would be the Citgo station on the south side, and if "Will" was as rude to me on that visit as he was to me on this visit, I would neither stop at any other business in town, nor would I come back again. "Will" seemed friendly enough to those he knew, but to me he was anything but!

Everyone else I talked to went out of their way to be friendly and helpful including: the nice lady at the library who proved to be an excellent ambassador for New Lisbon; the barber who has been in business for some **38** years and charged me **\$5.50** for a trim and advised me that I needed to lose some weight; the bait shop owner; the secretary at American Family Insurance who sold me your centennial book that I found extremely interesting. Your people are your assets! All except "Will."

**XIII. Community information: comments on. ....**

***a. community brochure (tourist type)***

The New Lisbon brochure provided an inviting pictorial review of the attractions available to the passing tourist. It would have been most helpful if there were some directions or an area map directing us to the attractions described. The inserts added a means of describing other services in the area. The tourism map was folded additionally to these inserts and when the map was unfolded, it tore in the new fold.

Never saw one.

Full color brochure that was funded by the businesses. Enough provided for initial interest. Information cards from the city clerk were amazing, informative and a great idea.

Informative and useful.

*b. businesses/attractions brochures or directory*

Included in the clerk's information cards. Very concise and inclusive. I plan to give them to our clerk to copy. Repair garage across from the Masonic Hall was very helpful and talkative.

Didn't see any.

There was no industrial brochure, community profile or map offered.

*c. community profile (demographic, industrial type information for prospective business people, etc.)*

Cards were an excellent way to tell your story. The clerk was most helpful. Seemed to be calling for a shaker and mover (Chamber?) to get things going in the city.

None that I know of.

*d. map*

Large and easy to read map. When shown, everyone seemed familiar with it. Got it at the clerk's office.

None.

Nice map. Could be made available in more businesses.

*e. other (i.e. bulletin/notice boards, kiosks, etc.)*

Most stores (mall, pharmacy, grocery, restaurant) had them and all notices were current.

Several places had bulletin boards of community happenings. Since there isn't a local paper, I was surprised there wasn't more information displayed.

*XIV. City Hall....describe your visit:*

*a. appearance of facility, including signing*

I saw the fire hall but didn't go in since we didn't see any signs that it was also the city hall. Is it?

Kept the architecture at the city hall with the new addition. Very impressive for the size of the town. Most helpful clerk too. Took me on tour of the electrical plant and fire station. Just had sewer extension fan removed. Hopes of new building plans and stimulation.

The New Lisbon City Hall was a new looking building and when we entered but we weren't sure which way to turn. You entered immediately into the City Hall-Clerk/Treasurer's office and there did not appear to be a private office in which to talk privately. Our discussion was interrupted several times by citizens by-passing the secretary and talking directly with the Clerk-Treasurer.

***b. helpfulness of staff***

The Clerk-Treasurer was very helpful and expressed a sincere effort to sell the community to our prospective industry. We were impressed with the community knowledge and his defense of the main street. He is a definite asset.

Very helpful clerk. Took time for us, was knowledgeable about power generation plant. Impressive! Excellent help. Says could be self sufficient electrically. Best electric rates in the nation. Saw one of the policemen. Visible in the community. While at several of our stops he cruised by. Seemed to be aware of strangers in town.

**XV. Chamber of Commerce...describe your visit**

***a. did people know where it was (or who to refer you to?)***

Other merchants knew where and offered to call to check if the lady was in.

Yes - NAPA

People directed us to the downtown chamber location, but several were not aware of the hours opened. One individual directed us to the railroad car at the entrance of the community.

Didn't ask or visit.

I saw some brochures in an office and thought they might be travel information. Found out the Chamber office was in the back.

***b. comment on information available***

Would be nice to have brochures at other locations. Gave opening for offices but none picked up indicating they did not have them.

The chamber office was closed, however the American Family agent offered assistance. I was impressed with his efforts.

***c. comment on staff***

Chamber of Commerce staff not available, however people around the community were helpful.

Not met by us. Wasn't her day to work.

Secretary wasn't in on this day. I found out the hours she keeps and that is a plus for you. The American Family secretary was extremely helpful.

*d. other (hours, appearance, locations, etc.)*

Nice to have dedicated office. Accessible to the downtown with full time help. Sign would have saved asking.

The Chamber needs a sign on the exterior of the building identifying their location. An address on a group community sign board at the entrance to the community would also be helpful.

XVI. Other stuff. ....

*a. public restrooms (availability, condition, etc.)*

Used the Kwick Trip. With the winter season that was all that was open. Adequate at the parks for ~~summer~~ use.

Public restrooms visited at the Kwik Trip and Corner Restaurant were clean and smelled okay.

Used the rest room at the Kwick Trip. Very impressed by its accessibility and cleanliness.

*b. payphones (working, phonebook intact, etc.)*

Saw one by the fire station and we used it. One at the Kwick Trip. Privately owned phone company. No other phones apparent, even at the telephone building.

Didn't see any.

Pay phones available at the Kwik Trip and Main Street location were working. The Kwik Trip location provides protection from the weather, as well as security. A phone book was available at the Kwik Trip.

*c. parking*

There appeared to be adequate parking along main street. Many parking spaces were open, indicating not much shopper use. There appeared to be a municipal parking lot available which had several cars parked in it. I presume these spaces were being used by employees leaving main street parking for customers.

Ample downtown parking.

Good on street and in private lots. The Kwick Trip people never said a word about our leaving a vehicle in their lot while we ate lunch across the street or toured the downtown area.

**a. *water fountains, benches, etc.***

Plenty for small community. Lion head was cute for small children. How about the picnic area at twin bluffs. Great for 4th of July fireworks.

A nice setting was created by the dam, water containment and the park. This is an inviting entrance to the community and does offer an opportunity for tourists to stop. We did not enter the community from the interstate, does any signage reflect this restful place to stop?

Many churches. All seemed progressive for the size of the community.

None available.

**Wrap Up**

**A *Using your "senses". . .***

**1. *What does the community TASTE like? (Specialty bakery/restaurant, etc.***

Good lunch at the downtown restaurant. Warmed the pie without requesting it and gave generous portions.

The downtown restaurant had very acceptable food and a good selection of pies.

We stopped at the Corner Restaurant for lunch. We were served a standard fare which is typical of community restaurants. The Kwik Trip was preparing subs which looked appetizing.

**2. *Mat does the community SMELL like?***

There were no smells to speak of. As we drove through the community our auto windows were not rolled down.

There weren't any discernable odors - **so** I would say it smelled good.

Noted several stores had distinctive odors. Gun oil at the bait shop and potpourri at the flower shop.

On my walking tour of downtown and the south part of town the air was clean and fresh. I liked it.

**3. *What Sounds did you hear?***

Several trains - found that enjoyable. **Also** saw the Amtrack whiz through town. Local talk couldn't believe they were getting a new post office. This one is twice the size of ours, although privately owned.

I heard two trains go through town. One was an Amtrack. Otherwise it was pretty quiet.

~~We~~ did not hear any loud industry sounds as we drove by the two fabricating industries. **As** we walked the streets, we were aware of the semi and large truck sounds.

Busy downtown with the traffic but as far as I was concerned that was good.

**4. *What did the community feel like (emotional response, i.e. cold/warm, crowded/deserted, inviting, etc., or physical response, i.e. rough streets, etc.)***

It felt like an almost depressed community. If I hadn't seen the factories, I would wonder what, anyone did there.

What did the community feel like? The citizens were friendly and helpful. The downtown shopping was slow. Streets were well maintained.

Small community with growing pains. Seemed shy on retail for tax base. Not a lot of homes for sale, actually few. Lots of steps into stores and sidewalks.

**B. *List the 5 most positive things you observed about the community:***

1. Friendly helpful people with a knowledge of the community.
2. Liked the water nearby with potential in **Hog** Park
3. Crime free environment. **No** locking everything up.
4. Great electric rates with 5 community owned generators.
5. Christian atmosphere.

1. Good **signs** to the school, park, etc.
2. Roads in good condition.
3. Friendly people.
4. Good supermarket
5. Friendly, helpful people.

1. There is some land being cleared for new home development in an area near the new water tower.
2. **Has** a good industrial base.
3. **Has** the potential **for** recreation with the river and dam.
4. The school looked large enough for the community (larger than expected).

5. The airport with hangars and paved runway.
  1. The people. Extremely friendly and helpful.
  2. The old buildings. It would take an extraordinary amount of money to fix up but could become a useful attraction.
  3. Good industrial base! Owners need to pay a little more attention to appearance but certainly an asset to the community.
  4. The airport.
  5. The pride the people shared with me.
  1. Inviting entrance.
  2. Helpful, friendly citizens.
  3. Well maintained school facility
  4. Well stocked library with an interesting arrow head display.
  5. Municipal pool for summer recreation.
- C. Describe ONE idea that you will steal for use in your own business/community and describe how **you** will start to implement it within the next 72 hours.*

We could have used a place to sit down on main street.  
Get a more positive awareness for the chamber of commerce.  
We need more signs to help direct people to local attractions.

Signs on the main highways telling visitor where places of interest are located.

*D. What will you remember most about the community **six** months from now?*

Bypass didn't really interfere. Seemed to give adequate access for industry there. New water tower. Airport. Spooky alley behind the restaurant. I would fence it **so** it was not **so** visible.

The river and railroad caboose at the north side of town.

The people. Those I met and talked to made me feel welcome.

The falling brick

*E. Other comments (that just didn't **seem to fit anywhere else!**)*

I'd come back in the summer and get a second impression. See what progress has been made. This would be a nice place to live for a quiet community.

Active churches with social functions. Good place to start a small business with willing and helpful individuals and city government.

Don't feel winter is best time for "First Impressions.