

First Impressions

of

Boscobel, WI

by Guttenberg, IA

A program for community improvement

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

I had no perception of the town.

Basic Small Community--no notable features

agricultural base

some little manufacturers or smaller name

located on Wisconsin River

A farming community.

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

Positive: Nice big sign at the edge of town announcing that I had arrived in Boscobel.

Nice appearance of community signs from north and south.

Park area for boaters appeared to be adequate.

The Wisconsin River Recreational Area is very attractive.

This is about one mile from the town. The rolling hills

around the town are an ideal setting. The **SE** entrance is

interesting--there are new buildings and a rock brewery that

Negatives: is in falling down, but could be restored.

No signage letting me know I was even heading towards town.

Not very attractive upon entering Boscobel.

The businesses along the highway could be cleaned up.

Exit south of Prairie du Chein into 60 did not note Boscobel.

South entrance sign needed trees trimmed around it.

A few houses along 61 could be cleaned up and improved.

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

A. Appearance

1. Downtown

Store fronts should be more attractive, some didn't even have signs. Where's the tourist informatinn?

RR Crossing - rough

Positive - forward approach- revitalization. Some historic buildings need attention and detailing.

New sidewalks and street lights are great. Trees will be planted in the spring. Several empty storefronts. Boscobel Hotel-Restaurant is closed.

2. Residential

Homes look attractive and well-kept.

Not many "For Sale" signs.

Majority of homes in fine upkeep, some improvements could be landscaping.

Street signs might be updated, new.

The homes looked well-kept.

3. Industrial park

Huge park-very impressed.

Very well laid out.

Adequate for major expansions

The park is in a pine woods separating it from the highway. There is good signage - telephone number for more info and room for expansion.

Boscobel has a lot of room for expansion.

4. Parks

There are four parks in town. They ranged from parks with swings, slides, etc. to a park with a swimming pool, tennis courts, shelters, etc. Four parks for a town that size is wonderful.

Looked very well-kept. Should be better signed so they are easier to find.

Looked great.

Plant more trees and shrubs.

5. Schools

It looked like the schools were all in one place. Saw a sign for high school, but no others.

The "old" school is beautiful rock structure and the other school buildings are also well maintained. Playground had lots of equipment.

Nice appearance, especially, the old rock structure.

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

Looked new.

Downtown all new - they look great. There are areas of town with no sidewalks. Streets are in good repair.

7. Other

Elderly care center looked very nice, and how convenient to have it right next to the hospital.

Airport road is bumpy, enlarge signs, trim trees.

There are many beautiful buildings in the downtown that could be re-stored. The airport and industrial park are located on the same side of town, very convenient to each other.

B. Signing

1. Community entrance/exit signs

Nice big sign to the entrance, didn't see any exit signs. Great idea to have a sign pointing out how to get to downtown. Signs from north and south both had good appearance. Clean around sign area - plant shrubs. The signs are very nice, especially a sign indicating the downtown business district.

2. Streets

A few were not found because of no signs, others were bent which made them hard to read. Had problem with highway. Street signs were adequate, but some were missing.

3. Directions to Hospital/Parks/etc.

Signing to hospital was good. The parks were a little harder to find-not very many signs. Easy to find, adequate. There are signs for hospital but none for parks, city hall, police, etc.

4. Storefront signs

Most stores had signs, but a few did not. I think it would be a good idea if all stores had signs that you could see as you walked down the sidewalk. Many businesses needed signage that would grab a person's eyes. Signs are O.K.

5. Industrial Park

Well marked, even had phone number if a person wanted space. Good - maybe add another one. Good sign - telephone number indicated sites available.

6. City Hall, police, etc.

City Hall was easy to find. The police dept. I guessed was in the same building only because of the squad car out front. However, saw no signs for police. City Hall sign on building-no police sign. Didn't notice a police dept. designation, outside City Hall.

7. Billboards/advertising, etc.

Not many large billboards. Not really too much. None. Visitor Info needs a better sign, very hard to find.

4. *Visitor/community information*

A. City/Village Hall

1. Is there a street map?

Yes, but I found it to be very poor, no points of interest.

Yes, why was it at an angle on the paper?

Yes, but places of interest are not marked. The lady then did mark schools, airport, industrial park, etc. for me.

2. Community brochure/directory

Yes - two.

Hold interest information.

Yes, it is very informative.

3. Community profile (including business and industrial opportunities)

None was offered.

4. Recommendations on place to stay/eat/visit.....etc.

Recommended to eat at the Unique Cafe.

Didn't get very good directions for places to dine-most were bar and grill type. Needs good supper club.

Everyone that I asked was helpful.

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

None. No.

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

None. No.

B. Chamber office/visitor info center

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

No, not everybody in town even knew if there was an office. Everyone should know this.

Walked in, didn't realize was info center til asked. Signage!
No, it is located in a men's clothing store. The people there were very helpful. Same brochures as in the City Office, but no map.

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

Individual was very helpful and polite. Did nice job on brochures and referral.

The brochures are nice, no map. No community profile was offered.

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

Offered more than was asked for. Was optimistic about town. Everyone was helpful. They seemed to feel all the restaurants were fine. One man was very friendly and helpful. He was willing to call a lady to open a museum just for me.

4. How prepared/helpful were they.

They seemed very helpful and prepared.

Did good job.

The clerks, residents were very knowledgable about the history of buildings and the town, and talked about plans for the future.

5. Convenient hours?

Yes.

Yes.

Store hours.

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

1. How knowledgeable about the community were they?

- a. Very knowledgeable, and if they weren't sure of hours or location, they would ask someone else.
People seemed knowledgeable about their community. I was told about plans for the Railroad Station.
- b. Murley-very helpful and informative.
Wildlife Art-receptive, didn't mention all restaurants.
- c. They were very willing to explain construction in progress and future plans. Work is in progress on restoring a RR depot and an old creamery for an antique mall. Everyone was enthusiastic.

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

- a. Yes, referred me to the tourist information center.
- b. Yes.
Yes, one man offered to call a lady to open a museum for me.
- c.

3. Attitude, appearance, etc.

- a. Seemed to enjoy people coming into the community.
- b. Fine.
- c. Very friendly, cheerful.

3. Other comments

- a.
- b.
- c.

5. General

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

Yes, they seem to.
Yes.
Yes.

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

Nice variety of retail stores.
The Boscobel Motel is out of business and I think if it was opened again it would make a nice addition to the community. It was nice to see that only two storefronts were empty.
There is hospital, nursing home and clinic all within a block.
Did not notice hotel/motel?
Not much selection in women's clothing.

C. Are there public restrooms. Good selection in two variety stores, large hardware-variety-furniture.

Didn't see any.
?

Didn't see any. Should have signage.
D. Payphones....are they working, phone books intact.

I found two.
Saw 2, each had books.
Yes.

E. Industrial park..does it look active & attractive.

Yes.
Yes, the roads are even paved already.
Yes.

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

No complaints on either Unique or Waltz Inn.
Food was good.
No Bakery. The restaurant I ate in had good food, variety.

G. What does community SMELL like?

Good.
Didn't notice any unpleasant smell/odor.

O.K.
H. What SOUNDS did you hear?

Quiet little town.
Very loud noon whistle.
Nothing noticeable.

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

Very warm, homey, friendly.
It was a warm community. I was impressed at how many people were around for the middle of the week.

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

All the people I met seemed friendly and eager to help. I was impressed with being greeted as I walked in the door at Unique Cafe.

On the street all acknowledged after I spoke.

Shops-all receptive, waitress at Waltz Inn was not as talkative or helpful.

The clerks, store owners, waitresses were friendly and willing to answer all my questions and explain where everything is.

OTHER COMMENTS

The Brewery on the southside of town would be interesting if someone would fix it up. It could be used to bring people to town.

I learned about the abundance of turkey and deer in the area; and about the river access and recreational boating available.

**WHAT WILL YOU REMEMBER ABOUT THIS COMMUNITY
SIX MONTHS FROM NOW**

The Industrial Park. They are very well prepared for new businesses that would perhaps want to come to town.

The Gideon Bible story.
Well laid-out Industrial Park.
Historic Buildings.

That the Boscobel Hotel is closed.
The architecture.

6. *Doing it Right!*

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

- Friendly people. One gentleman even tipped his hat as he said "hi".
- 1.) Downtown Project.
Friendly people.
Variety of activities such as movie theater and bowling alley, museum.
 - 2.) The real big sign as you enter town.
Industrial Park-room for expansion.
I thought the four parks looked like a lot of fun.
Industrial Park.
 - 3.) Community Center.
Parks.
Hospital/Clinic/Nursing Home Facilities and Location
The new sid'ewalks and lights downtown.
 - 4.) The businesses looked prosperous.
The airport is large. Lots of hangars, paved runway, and room for expansion.
The theater, rec center, senior citizen complex is downtown,
 - 5.) only $\frac{1}{2}$ block off the main street. It is landscaped and very attractive.

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 !

A good map with all points of interest clearly marked.