

+ Male 30 year old, married with two young children. Fennimore business owner/services occupation Board member of Chamber and Economic Development.

* Female – early 50's - Promotions Coordinator for City of Fennimore – Public Relations for City and also manage both Chamber and Economic Development offices (since 1991). Married, active partner in dairy/farm operation, real estate license (currently inactive) two grown children. Charter member of Grant County Tourism Council. Special interest in industrial growth and tourism/travel.

Male/retired - 5th time involved in First Impressions (WI & IA). Heavily involved in economic development in local, county and state areas.. Served as Pres. of local Southwest WI Technical College for 11 years, following retirement has been Mayor of Fennimore for past 4 years.

^ – 40 female, media sales executive, married, two children 10 and six. Husband is a coach so family very interested in sporting opportunities. Involved in Grant County Tourism Council. Lives in Belmont, WI but actively involved as board member of Chamber of Commerce (former Chamber Pres.) has Fennimore sales territory.

As you approach the community.....

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

+ I have driven past Cashton a million times before and never stopped. I assumed it would be a small rural town with a large agricultural focus. I know of the large Amish influx into the area so I expected to see some Amish stores or crafts along the way. Since the bypass went around years ago, I did assume I would see less traffic and maybe some vacant store fronts.

* I knew Cashton was a rural community and they had quite a few Amish living in the area. My husband and I had taken a side trip on our way home from a spring vacation to check out your Amish presence. It took a little longer to get to Cashton than we thought it would, we found no visible presence of Amish so we gave up and went on home.

No specific perception - I really wanted to view Cashton as a “new experience” to give my best reflections of how a tourist or a family relocating would think – feel and react. Our family moved from IL in 1978 so I tried to view Cashton as I did Fennimore many years ago.

Expected to see a rural community that was struggling to maintain a viable downtown retail area. Small community with lack of various service areas – banking, medical and legal.

^ I knew it was a farming community with an Amish presence. I drive by Cashton about 5 to 10 times per year but have only stopped for restroom break for our children.

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.

+ Coming in off Hwy 27 I thought it was done very nice. Nice warm atmosphere generated with the lighting fixtures and new growth on the end of town. Nice welcome sign and memorial as you came in. Coming in from the NE side of town, I thought maybe this might be a less developed area. Kind of has the old worn down look to it. Might want to consider sprucing that entrance up a little.

* As we drove through Cashton I found the community to be a very clean and well kept. It appeared the community was growing as we noticed several new homes in the community. We noticed several directional signs and were especially impressed by their community clinic offering many health services in a "one-stop shop." Recruitment of healthcare professionals including pharmacists is a huge task for rural communities...congratulations to Cashton on a job well done.

Need to have better signage on Hwy 61 that would better advertise the community and business areas.

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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 positive and negatives for each.

+ Liked the lighting, banners and flags in the newly renovated area of downtown. Noticed a lot of agricultural related businesses and a couple of implement and auto dealers. Did not really see any retail in town on the "main drag." Also didn't see a lot of open/empty store fronts. Beautiful old homes made into bed and breakfast make for a nice business. You've done a lot to beautify the downtown, especially by adding trees.

* My husband and I are farmers so I was impressed to see the large full service implement dealer as we came into town on route 27 – that is a WOW to have parts and service in your own community. I was even more surprised to find New Holland in town on Front Street. Sure hope the farmers appreciate their presence. Evidently the Amish have not diminished their implement business as they both appear to be thriving businesses. Also noticed that the Co-op offered gates and fencing supplies, as a farmer I would appreciate local access to those materials.

Coming from the East it wasn't as great of an experience – kind of plain Jane – awesome B & B but missed the Mercantile during the drive through – sorry but I thought it was a residence. However, when I visited the Mercantile I found a wonderful shop and the owner went out of her way to give us all the information we needed. Also enjoyed the flower gardens at both the B& B and Mercantile.

Ooops we didn't come in from the North – missed doing that somehow, guess it looked as though it was mainly farms at the edge of town and forgot to check that part out.

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^ Good size community

IV.(a) Driving...evaluate the downtown business area: (Signs, appearance, size, etc.)

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* The welcome signs were very attractive, I liked the way you added organizational signs/logos to the welcome signs. It was also interesting how you used the back of the signs to announce community events. I wondered who takes care of changing the event signs.

No evidence in business area of signage pollution, overall signage was well done. Excellent Medical service building and unique parking areas for Amish horses and buggies. Excellent banking facilities with excellent location. Impressed with the directional signs, but noticed due to street work, some signs were still on the ground.

^ Nice mix of Amish and retail

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

+ Only other business area I noticed was one block off of the main street. Had a bank, hardware store and retail flower shop. Buildings looked in nice shape. Also noticed all of the businesses had back door entrances, which is nice. Good look and feel overall to downtown business district. Some of the buildings had been restored/painted/redone nicely. However, there was one eyesore in an old mechanic shop

with the tires up to the windows and also the back side of the DeLaval building could use some kind of touch up as it looks pretty bad coming in from the NE.

* While driving around realized you actually have two side-by-side blocks of businesses rather than one continuous main street. Although you have great signage throughout town it might be nice to somehow welcome them to Main Street (arrow with Business District or catchy phrase) I was surprised to see two stores offering appliances, another WOW.

Need to develop more commercial services had ample restaurants. General appearance was good.

^ Nice new bakery as we entered town, nice floral shop on Main Street although we had to enter through law office as side door was still locked. May want to add entrance sign with business hours.

V. Driving...comments on residential:

+ I liked the residential area in town. Didn't really see any rundown homes. Lots of older homes in great condition. Liked to see the development on the North side as you come in on Hwy 27. Overall, it looks like the residents of Cashton take great pride in their homes.

* Overall residential was very impressive, noticed a few homes were listed for sale. Tried to find out about local Real Estate agents - how/who to contact – the Post Office wasn't sure if there was a local agent or not, he thought the closest was Sparta but referred us to the Village Clerk's office. Later our team did find a few RE signs in yards – but they need to keep in mind strangers need area code listed and a town where agency is located. I didn't see any “shopper” type newspaper that may further list RE offerings. I believe the R.E. agents are missing an opportunity – unless they only want to sell to local residents.
Noticed trailer park coming in from Cty Hwy D from South of town – it appeared to be newer trailers and well kept.

Very attractive residential area. Majority of homes well maintained for a small rural community showed excellent development for new housing areas.

^ Interesting mix of stick built homes and modular homes

VI. Driving...comments on:

a. street signs

+ This is probably what a visitor can appreciate most when arriving here. Great signage

telling where the major buildings and attractions are located at and how to get to them.
Very nice!

* Village Street signs were good – nothing special but they work, a few left on ground following construction which I am sure are now in place. The blue colored directional signs were awesome didn't know what Bethel Village was so we went to investigate. Also noticed arrows pointed direction to public school but didn't recognize the parochial school? Picture

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^ Nice directional signs

b. traffic patterns/street conditions

+ There is an easy flow through town. Typical street construction on back roads, but that is normal.

* Great job on the new street project – liked the idea of signage listing agencies and businesses involved in the project.

Well planned street layout. I did notice parts of the side walk were completely replaced, other parts half old/half new and some parts new side walks part of the block and old left in between (see 2 picture examples)

^ Nice new straight main street

Noticed sidewalk on Front Street – ½ old and other half new concrete – too bad they didn't take the whole thing out.

c. welcome signs (at entrances)

+ Very nice jobs on welcome signs. I especially like the back of the signs used for updates on community events.

* Very nicely done – warm welcome and good plan for multiple use of signs! A+

Welcome signs were nice, but maybe more needed on Hwy 61 to direct traffic into the community.

^ Nice flower boxes and community signs

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

+ Discussed previously, but again, very nice job of letting people know where things are. I didn't notice any sign directing to "Down a Country Road" – I knew about it so we

searched it out. This is a wonderful example of cooperation between the English and Amish. (pictures)

* Found these to be very helpful and in good view. We did wonder what Bethel Home (I think that was the right name) was so took the winding streets to figure it out. That is when realized you also had a faith based school as well.

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VII. Driving... comments on industrial park/area: Sign well defined...busy...growing...new...etc.

+ Seeing how there was no Industrial Park sign that we could see, we just assumed you that Hwy 27 area might be your industrial area. This was confirmed later by your local banker. He shared that more development is a possibility and that an additional 60 acres have been purchased. It looks as though there is good growth and business currently there. Stopped by the Cheese Store and got some good milk cheddar, just thought I would mention that.

* This is a good question – if two of our team hadn't talked to the Banker we would not have realized you had one. When I checked out the town earlier on the web – there was no indication of an industrial park either. The last stop of the day was the Old Country Cheese Store – the manager told us the Cheese Store was part of the Industrial Park – I would have never known if they didn't mention it.

Need to create large attractive industrial park sign – until my conversation at the bank was unaware you had an industrial park.
It seems you have excellent plans for industrial growth, but you need to promote it in some way to let the public be aware.

^ Needs a sign – didn't realize Cashton had one.

VIII. Driving...comments on schools:

+ Schools look pretty new, noticed a catholic school as well. Hope that does not draw too much from state funding and hurt the district later. In such a small town, this may be a means for concern.

* School appeared to be well maintained, liked the sign out front announcing next game – against a certain school. Questioned what the “Your going ### speed was all about – not working the day we were there?”

We learned from the Village Clerk approximately 400 students attend school. But if I was planning to move to town I would have liked her to say – “The school is always willing to give personal tours of the school or to discuss the types of classes/extra

curricular/music programs offered. The contact is _____ and can be reached at #_____. There was no mention by Village Clerk about the faith based school.

Schools were attractive and well maintained from the outside appearance.

^ Was told there is 400 students, new principal and new superintendent

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

+ Very nice size park and nicely maintained. Even without a visible pool, I believe this park should be able to offer the residents more than enough to do during the spring and summer months. Very nice!

* This was the area we came to as we first came into town. Very impressive, neat and well maintained. Playground equipment well maintained even though it appeared to be quite old. Great Tennis Courts and I think I saw a municipal pool – great to offer that for youth and families. Your park showed a lot of community pride – also Lions Club or Kiwanis shelter which showed volunteer organizations involved in the community. Great Job!

Parks – good signage for a small rural community, great facilities and equipment and park area was very well maintained. Great job!

^ Very nice clean park, nice tennis courts and well kept. Would suggest getting rid of the steep slide – very dangerous for children and liability for the park.

X. Driving...comments on other:

a. hospitals/clinics

+ I like what you have done with the Amish hitching post and covered area. Since they use the clinics, it is smart to offer them available “parking” along with an area to deposit the horse droppings. The clinic looked nice and it is good to see that it is offering everything to the people of Cashton (GP, Optical, Chiropractic, etc.) Very nice facility.

* I am very impressed by the healthcare clinic, it is great to have variety of healthcare services located in one building – good parking area and room for growth if needed in the future. Did you have any special funding to help make this project possible? This was the first place we noticed the parking garages for the Amish horses and buggies complete with waste disposal tools and containers. This was one item we felt we needed to ask for more details.

For a small rural community a very comprehensive healthcare clinic.

^ Great to see the medical partners came together for the building.

b. billboards/advertising

+ Did not really see any, which is great. I believe billboards can be an eyesore for smaller communities.

* Noticed some along the road but they were not distracting to the landscape. I couldn't tell you what they were advertising so they left no lasting impression.

Informative without being overdone.

^ Consistent signs – Welcome – Medical Sign

c. Other

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* Noticed two water towers and soon found out that residents were very proud of their "new" water tower and that the old one would be torn down. One farmer at the grocery store explained the whole process and was sure proud.

Was interested in finding an antique shop, former furniture store told us where one was located, but front door locked and no indication of when it would be open. Looked like a beautiful home – need signage to direct people there.

^ Nice park signs and banners

XI. Walking around...comments on businesses (physical part): Appearance, displays, signs, etc.

+ If you are looking for some growth or more activity downtown, I really think you need to find some kind of retail shop. I don't know what the answer is, and after talking with some of the residents, I understand that it is really not a priority at this time. Would be nice to see just one shop to get people to stop downtown. Loved the look and feel of the downtown regardless of the type of businesses that were there. Only eyesore really was the large open lot across from the church by the DeLaval building. Something needs to go there to fill the void. Loved the Ages B & B. What wonderful furniture and atmosphere. In going into many of the stores, restaurants/bars, and businesses, we noticed many of the people sold Amish crafts. I think this is a good idea that you have embraced the Amish and taken advantage of a business opportunity.

* Quite a mix match of businesses on Front Street and Main. Some buildings in use, others not, some had signs stating moved to new location. For those that are vacant, could there be some type of display in windows just to take away the vacant look? If I

were to come to the community wanting to start a business does anyone have a listing of available buildings, sq. ft offered and contact person?

Need to develop further retail areas, present businesses are extremely customer orientated. Employees friendly and informed and willing to assist with questions. Business area seems primarily agricultural related to serve the farming area, I think you could do more than that.

^ Many are neat and clean but others need some upkeep

XII. Walking around...comments on people: Were they friendly, did they know answers to questions, did they try to help, appearance, etc.

+ Every person that we met in Cashton was very kind. The owner of the Cashton Mercantile was probably the friendliest we had met. She gave us all the information we needed and treated us just like we were one of her friends. We also stopped in at the Hardware Store looking to buy a pen. When they could not find one for sale, they gave us one of their own. Very kind people in town.

* Most people were very friendly and tried to help. If they didn't have an answer, most sent us someplace else for the answer. Tried to go to the library for information, unfortunately it was a Thursday and the sign said closed Thursdays.

Very impressed with the welcoming attitude with all people contacted. People were extremely friendly and willing to share information.

^ Definitely friendly

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

a. community brochure (tourist type)

+ We had sent out a request for information but never received anything back – when in town I never found anything either.

* Had checked ahead of time on the community website found it to be very generic. It appeared there wasn't a chamber office so I sent a letter to the Village Clerk asking for information. Explained our family was considering moving to the area so needed relocation information, brochures, street maps and information on schools. Waited nearly a month – never received a reply. Maybe there is someone else that sends out this information, but the website didn't give me a clue who that may be. I found a four-color Cashton brochure at the Central Express station – only a couple there and not displayed well. It appears this was made possible by the Cashton Area Development Corporation. Very nicely done but looks as though it is limited to only those who helped pay for the brochure – there is so much more that could be listed (what

about an insert with businesses and telephone # - less expensive but valuable information).

The Ages Past B & B brochure is great – could the owner help with a community brochure and website? Other sources of assistance could possibly come from LaCrosse Technical College or UW-LaCrosse or even the H.S. Business Class.

Maps were appropriate for streets and Amish area. Could benefit from a comprehensive brochure that includes community attractions and cooperative activities with Amish community.

^ Several weeks prior to our visit I sent a letter to the Village Clerk asking for brochures and information. Mentioned that my husband had a new job in the area and we were deciding where to live. I received no response so if I was for real I may have thought you didn't want the community to grow? Once we were there I did not find a community brochure but I did find a retail brochure and an Amish brochure.

b.businesses/attractions brochures or directory

+ Found some regional brochures at the local establishments.

* Monroe County Visitors Guide is very nice, but not the same as “Cashton” would be on their own. You have so many points of interest and attractions I strongly encourage a cooperative effort on a community brochure. Really liked the Amish locator map – great idea, but almost missed it.

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^ Not sure – retail brochure found

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

+ Did not find any

* Found nothing.

Primarily an agricultural service community with some potential for industrial development. Cashton Bank committed to economic development and has been involved with and supportive of various economic development potentials.

^ Not available

d. map

+ Went into the Village Office and got one which included the cost to buy a new lot. Very affordable lots in town.

* Another team member found a map for residential lots at the Village office but that is all. Map in Monroe County guide has some maps but not detailed.

The Amish map from Central Express was wonderful – almost missed it – worth the cost if you truly want to stop by these farm businesses. I will suggest creating something like that for our area.

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^ Did find map

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

+

* Found the greatest amount of information at Central Express.

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^ Noticed sign on back of welcome sign

XIV. City Hall...describe your visit:

a.appearance of facility, including signing

+ Went into Village Community Hall. I liked the old buildings, did not look too run down. They were preparing to have a rummage sale there. Was told the building gets used often as available to city residents to use for certain occasions. Might be nice to spruce up the entrance way and front of the building with some kind of color or signage.

* Didn't visit this

Village Hall small but suited the needs of the village. Staff seemed informed and willing to provide the necessary information.

^ Older building – easy to find

b.helpfulness of staff

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* I did not go into the Village Clerk's office that day. Instead tried to stop at library, found it closed on Thurs., appeared very small. I wondered about public access to internet for students and adults? I believe someone said library was moving to a new location. Fennimore's library offers genealogy information and Fennimore Times on microfiche dating back to the early 1900's – where do people find that information in Cashton?

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^ Could have been a little more helpful – didn't provide much for information – had to ask for items and did not respond to letter which was sent

c.other

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* A month prior to our visit I had first checked for your website and found it was very basic. It appeared there was no chamber so I requested relocation information from the Village Clerk. Asked for information to be sent to Belmont (team member from Belmont) as to not alert it was related to the First Impressions. To our dismay nothing was received – very negative reaction.

Staff were able to share the cost of lots for homes

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XV. Chamber of Commerce...describe your visit

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

+ Not available

* As mentioned previously, website indicated there wasn't a chamber. This should be a priority to have some type of local clearing house – Chamber – Economic Development Office – Community Club, etc. You have so many positive things going for your town, it seems a hub to hold the other spokes in the wheel together could be very beneficial. Noticed the tiny law office on Front Street that had office hours one day of the week...this would be a wonderful location for a temporary chamber office. Another thought would be an office in the local bank or an insurance office, etc. I bet there is something that would be perfect! Heard from the other team members that there is an Economic Development group – they need to get the word out on this...unless they are only interested in retention of existing businesses. From what the team members shared with me it sounds like the economic development group has a lot of things going on – great news!

Found there was no chamber, but was informed that the Cashton Area Economic Development group served as the same purpose.

^ Don't think they had a chamber – I think they might have an economic development corporation

b.comment on information available

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* I asked about a telephone company – was told there wasn't one in town. I replied – “Oh, I was looking for a phone book.” The clerk at the grocery store shared the phone

company wasn't local but she grabbed the book and let me look up the information I was asking about. Is there any place in town to pick up local or county phone books?

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^ Didn't really talk to anyone regarding this.

c.comment on staff

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* This may not be the right place to comment but all of the owners/clerks in every store I went into was helpful. The lady at the mercantile was a wealth of information, very through and went out of her way to share information, the sample of candy was great! Nice touch. Hardware Store was very nice, lots of merchandise, shelves stocked full and plenty of employees each asking if they could help us? Great to see two stores offering appliances – again, I hope the local residents appreciate that (we have no options for appliances). Nice grocery store, friendly people – took the time to answer our questions, like the deli and sign at bakery department offering to make smaller portions to meet the customers' needs.

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

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* N/a

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XVI. Other stuff.....

a.public restrooms (available, condition, etc.)

+ I was generally impressed with Cashton. It looks as though everyone cares about their homes and the people talk as if it is a nice place to live. As a first-timer, I was received nicely by the residents and the business owners. There are a couple of places on the main drag that I would look into some minor cleanup on. The building full of tires and the weeds around the DeLaval building. Another area of concern is the lack of sidewalk and the way the parking lot just flows into the highway across from the church. This is a definite safety hazard. Has the city looked into putting a curb and gutter there? The large parking lot makes the town look very old and as if business has pulled out. Some kind of restoration would be nice to see there. Then it could compliment the beautiful B& B across the street. Otherwise, I thoroughly enjoyed my visit. I hope my comments are received well. Good Luck!

* Found public restrooms at the café, etc. we visited. Missed the one in the Community Hall.

Found public rest rooms in the Community Building.

^ Many businesses offered them – Community Building was open for thrift sale

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

+

* Didn't notice any, are they a thing of the past? Poor reception for cell service.

Didn't notice any.

^ Not sure? I tried to use my cell phone to call a Real Estate Agent (number on for sale sign) but NO reception.

c. Parking

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* Parking seemed adequate; the new street is nice and wide and appeared no one had to walk far. The large lot across from B & B was a nice large parking lot. Is this part of the church?

Parking for Amish at clinic and coop were extremely impressive, especially due the fact they were done in cooperation with the Amish

^ Good

d. water fountains, benches, etc.

+

* The flower boxes and benches were a very nice touch - great idea.

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^ Yes nice benches – don't remember seeing a fountain.

e. other

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* The banners, flags and street lights are very attractive and give a “warm welcome” feeling as you drive through town.

Noticed some type of maple syrup operation on Front Street building. Is this a packaging plant only? Where can I buy this? No signs – confusing wondered why the windows weren't covered if it was a packing store...could use a little fixing up.

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^ Great customer service at Mabel's on Main and Mercantile! Thank you.

WRAP UP

A. Using your "senses"...

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

+ Well, we had breakfast (donut and coffee) at the new bakery which was delicious. We then had lunch at the Badgers Crossing and we had a very nice sandwich and Cream of Bacon Soup. Different, but good.

* Great Food – Donuts at Sarah’s and Badger Crossing had an awesome lunch menu – waitress explained the history of the buildings very interesting. Great cheese at Old Country Cheese – thanks for the samples – we took some home with us.

The community should be congratulated for their cooperative work with the Amish related to joint ventures that are mutually beneficial. Almost every store had some type of Amish items for sale.

Both Sarah’s and Badger Crossing had delicious food...very well done!

^ Great Donuts at Sarah’s

Ate lunch at Badger place – very good salad and friendly waitress

2. What does the community SMELL like:

+ The aroma from the restaurant of burgers made us hungry, so we stopped for lunch! Surprisingly, for the amount of agriculture in the area and the feed store right in town, there was little to no smell of farming. That is great.

* Great scents at Mabel’s on Main, Cashton Mercantile and Ages Past. Community had no distinctive aroma.

Fresh country air.

^ “Fall” smell

3. What SOUNDS did you hear?

+ No agricultural noise or semi traffic through town which is great. A nice quiet community.

* Chimes from the Church at noon

Extremely quite and relaxed community.

^ Amish buggies and cars

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.)

+ Felt like a warm inviting community.

* Extremely inviting - quiet and casual

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^ quiet community

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

- + 1. Good Use of signage in town
 - 2. Nice streetscape (lighting banners, and trees)
 - 3. Nice entrance on the west side
 - 4. Affordable Housing
 - 5. Great People
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- * 1. Lots of Streetscapes ideas for consideration of our 2007 road project – Banners, benches, tree guards, etc! We will keep our flags
 - 2. Amish Parking Garages
 - 3. Maps
 - 4. Veterans Memorial (awesome) – we need one to honor or service men and women
 - 5. Organizational signs on welcome sign – see if we can incorporate them on our current signs.

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- 1. Friendly - Small
 - 2. Lots of parking
 - 3. Looks like they have worked at Amish community to develop community focus
 - 4. Great food for lunch – Badger place
 - 5. Great B & B – Loved Cashton Mercantile

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- 1. Friendly
- 2. Attractive
- 3. Helpful
- 4. Safe and Secure Rural Setting
- 5. Good relations with the Amish Community

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 can't implement it right away but would like to have the signage in our town telling visitors how to get places.

* Suggest the Fire or Rescue Department set up aluminum can collection area – Plans have just been finalized for a brand new fire house. If the Fire Department isn't interested then take the idea to the Rescue Squad, they have a new vehicle ordered. The picture shows the collection area would not be an eyesore and could be constructed for little cost. It is also a great way to get the community involved and feel like they are making a contribution.

Temporary road project sign shows great pride in the project. I would like to see Fennimore take this idea into consideration when we have our entire business district torn up in 2007. Picture

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^ Amish map (will share this idea with several communities)

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

+ Ages Past B & B – there was some furniture in the rooms upstairs that was absolutely beautiful. Also, I think the general reception by the people of the town.

* The cooperation between businesses and the Amish community. I will remember that I want to visit Cashton again sometime – a day trip with friends.

I'll remember the fact it was characteristic of a friendly attractive rural community with an excellent Bed and Breakfast with excellent ties to the Amish community.

^ Amish influence

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

+ Noticed area behind coop and body shop could improve the appearance of the area.

* I would like to compliment Cashton on their community. It appears to be a nice town; you have so many things going for you. Try to find some way to market yourself on a consistent basis. You have so much potential, I check back to see if your First Impressions Exchange information was helpful and if it was used in any way. Loved the gift bags at Down a Country Road – gift shops and postcards of the area...all very well done.

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