

# *First impressions*

of

***Kendall, WI***

*Visit conducted Aug. 20, 1992*

A program for comm

*Send your  
info.*

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SEP 15 1992

Citizens

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

*I expected a community very similar to Montfort, but a bit ahead of us in development (only because someone had told me that they were). But I don't think that their public facilities were any different than ours. It was a normal small community.*

*A small farming community.*

*Only knew that it would be similar to Montfort in size.*

*I had no idea what Kendall would be like other than a small village like Montfort.*

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

**Positive:**

- 1. "Welcome to Kendall" sign was nice - very visible.*
- 2. Banners on posts impressed me.*
- 3. Village seemed clean.*
- 4. There was a bench downtown by the drinking fountain that I thought was a nice touch.*

*1. The advertisements for the bike trail.*

- 1. Nice community sign.*
- 2. Bike trail banners lining street.*
- 3. Good looking park*

- 1. The banners hanging from light poles.*
- 2. Country Living Motel was quite attractive.*
- 3. From County W - House/farm kept quite well.*

**Negatives:**

- 1. Bar with "girlie" sign out front is right next to funeral home. Seems tacky.*
- 2. Area around "welcome" sign needed mowing - should be maintained.*

- 1. The old gas station in town w/Pepsi and Kendall Ford sign on it was really run down.*
- 2. The picture of the woman on the building next to the funeral home was tasteless.*
- 3. No signs to business district.*

*1. Coming in on Medbury St. - ouch! Potholes everywhere.*

1. *Nothing to notice coming in on 71 from Wilton - noticed feed mill right away.*
2. *Downtown had some rundown bldgs - beside where bank was putting new facility.*

### **Suggestions for improvement:**

*Take that girlie sign down!*

*Redo the gas station or tear it down. Take the picture of the girl down.*

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

#### **Appearance**

##### **1. Downtown**

*Pretty much what would be expected in a small town. Nothing fancy or modern. A lot of empty buildings. One storefront was used for promoting Kendall which was good.*

*Besides the bike trail, there was nothing to interest me to stay there and look around if I was driving through.*

*Blah - nothing stood out.*

*A lot of vacant buildings/run down buildings. There was nothing about downtown that caught my eye that would make me stop if I was driving through.*

##### **2. Residential**

*Older homes, but mostly maintained nicely. I did not see anyone that was a real eyesore.*

*Elm Street houses and yards need to be cleaned up. It's not that the houses look bad, it's just that they don't look good either.*

*Lawns were mowed. Some houses kept up, some crying for help, especially Elm Street eyesores.*

*Residents seemed to keep their yards up fairly well. Noticed a lot of houses had signs out side in the yard with the family name on them. Nice idea.*

##### **3. Industrial park**

*Not in Kendall!*

*Why isn't the Industrial Park in Kendall?*

*Couldn't find = where is it anyway?! Was sent miles out of town. Did find Pine Valley Meats and the implement dealer, but only saw cornfields all around.*

*Was on the other side of Wilton and when we drove there we didn't see anything other than Pine Valley Meats and Implement Dealer.*

#### **4. Parks**

*Neatly mowed. Variety of activities, although nobody was using it at the time. One set of restrooms was locked, the other did not have signs on the door and I was leary of going in.*

*The park on the outside of town looks nice. It looked like **they** were adding something to it the day we were there.*

*Neat - was mowing when we arrived.*

*Glenwood Park was a nice park. The shelters were nice - bathroom by shelters were locked.*

#### **5. Schools**

*We did not go inside, but the outside was neatly kept - building and lawn.*

*The school itself looked fine, but the yard work around the school needs some improvement.*

*Nice school, but once again, blah. Had to sit and look at it for awhile before I could decide whether I liked it or not.*

*School grounds were well maintained.*

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

*The usual - not super, but not awful.*

*The side roads need fixing and I didn't see much of a sidewalk system.*

*Sidewalks good - so are most streets. Medbury Street leaving town was tough.*

*Liked the banners hanging from the light poles. Some side streets were in need of repair.*

#### **7. From Bike Trail and Headquarters**

*This area looked very nice. If the whole village was looked after **as** well, they'd really have something.*

*Well advertised when coming into town.*

*Headquarters very well kept. Bike trails leaving headquarters looked great. Something to be proud of.*

*Area around bike trail was well maintained. The headquarters was quite attractive. Enjoyed looking at the historical pictures and mural.*

## **8. Other**

*There was a Bed & Breakfast that would have been more attractive if some of the flowers and bushes were cut back or removed.*

*'Fostergirl' on building next to funeral home - tacky.*

## **B. Signing**

### **1. Community entrance/exit signs**

*Actually only saw one welcome sign on the west side. Didn't see one on the east. Welcome sign was nice but nothing that you'd remember. Saw no exit sign.*

*No welcome sign.*

*Entrance sign nice but looked as if it needed a little sprucing up.*

*Didn't notice any other than population signs.*

### **2. Streets**

*These signs were ok. Noticed that the streets ran in every direction - not just N/S and E/W.*

*Need more clarity by having the streets signed on each side or end of the street.*

*Standard street signs - all were marked.*

*Street signs were present at most corners.*

### **3. Directions to Parks/Bike Trail/etc.**

*Saw no sign to park, but it's right on the Main Street. Bike trail is marked well.*

*Visible.*

*Only saw one sign at street where you turn off Main to get to bike trail. Would have liked a forewarning a block before. Didn't see any directions for park, but couldn't miss it since it is right before you leave town.*

*I was walking around town and didn't notice the signs to the bike trail right away. Didn't see signs for parks.*

#### **4, Storefront signs**

*Many have no signs.*

*Visible*

*Nice sign at Joni's. Stopped there first because of sign.*

*There was nothing special about storefront signs. Bar/beer signs were most prevalent.*

#### **5. Industrial park**

*None.*

*No signs.*

*What park???*

*Couldn't find any sign. We weren't sure where industrial park was.*

#### **6. City Hall, police, etc.**

*Village hall and library found easily. We had planned to go in both, but they were not open. No police dept.*

*Didn't realize there was a village clerk's office or a library until I got right up on it.*

*Buildings were well marked.*

#### **7. Billboards/advertising, etc.**

*None.*

*I didn't see any.*

*Didn't notice any. Would be helpful to have one for the bike trail before entering town. Couldn't tell there even was a bike trail until we got into town.*

*Sign on bar next to funeral home was tacky.*

#### **8. To Central Business District**

*None,*

*There was no business district in town.*

*Nope. Didn't really see a need for a sign anyway.*

*Didn't see any signs indicating business district. But we drove in on 71 right through downtown. It was easy to find.*

## **9. To State Bike Trail**

*Done well. Actually, I guess we missed it the first time through, but that could have been our fault.*

*Very well advertised.*

*Sufficient.*

*Couldn't find the sign at first.*

## **4. Visitor/community information (Visited by one team only)**

### **A. City/Village Hall**

*Not open.*

#### **1. Is there a street map?**

*I found town map at the bike trail office.*

*Yes there is but available at bike trail headquarters. Village Hall closed - only open one day a week*

*Yes - picked it up at depot. Didn't notice it at other businesses we visited.*

#### **2. Community brochure/directory**

*Just for the bike trail.*

*Location of businesses marked on street map - nice touch!*

*Brochure with map showed all points of interest and listed service organizations along with emergency services.*

#### **3. Community profile (including business and industrial opportunities).**

*It was in the town map.*

*If there is one, it's locked up at the Village office.*

*Small profile on one brochure I picked up. Nothing really about business industrial opportunities, seemed to be promoting tourism more.*

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

*None available.*

*Clerk at Joni's recommended Midway for something to eat.*

*Midway was recommended several times for a place to eat.*

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

*None available.*

*Didn't obtain list of contact people.*

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

*Brochures available at Joni's and bike trail headquarters. Didn't see postcards, etc.*

*Did not notice any complimentary items - postcards were for sale at several places.*

**7. Could individuals supply directions to the State Bike Trails?**

*None needed.*

*Yes! Have great map of bike trails.*

*Found the bike trail on my own. Woman at bank did explain about other bike trails in state.*

**B. Visitor Information**

**1. Comments on info available (Street map/brochures/community/profile, etc.)**

*The depot museum/bike trail headquarters had a lot of visitor info available. It was an interesting place and the residents obviously take pride in it, as they should. I visited with the young girl working there - she was friendly and answered my questions, but didn't give any additional info other than what I asked.*

*Not enough info.*

*Have to rely on Bike Trail Headquarters and Joni's for this information.*

*Community brochure with street map was very nice. Sometimes had difficulty going from the number on the map to the directory as to what it was. Map seems to be outdated somewhat - a couple of businesses are no longer open.*

**2. Recommendations on places to stay/eat/visit etc.**

*Didn't ask*

*Only got one recommendation on where to eat. Person I asked seemed really surprised that I wanted to eat lunch in Kendall.*

*Recommendations were made to eat at the Midway for lunch. Food was good, but the service wasn't particularly welcoming.*

### 3. How prepared/helpful were residents.

*There were very few people on the street. We didn't talk to anyone that was just out on the street. I felt that the young lady at the info center probably knew much, but was not a "chatty" person.*

*I never saw anyone walking on the streets.*

*Only answered direct questions. Didn't offer any additional information.*

*Woman at bank was very friendly and helpful as was village maintenance man, gentleman at co-op feed store, and woman at depot. Did not get a warm reception from staff at Joni's or Midway. Didn't seem to go out of their way to make visitors seem welcome.*

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

#### 1. How knowledgeable about the community were they?

- a. *Lady at bank was very helpful and full of info.*
- b. *Man at feed store was also very friendly and helpful. If his phone hadn't rang, we would have talked much more.*
- c. *Girl at ice cream shop could not be engaged in conversation. All we got out of her was a nod.*

- a. *The people in the shops seemed not to care.*
- b. *A woman in the 'Lanes' bar seemed to be quite knowledgeable.*

- a. *Woman at bank was very knowledgeable about bike trail.*
- b. *Man at feed store was informative about Amish.*

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

- a. *Lady at bank - yes.*
- b. *Man at feed store told us everything we wanted to know.*
- c. *Girl at ice cream shop told us nothing.*

- a. *Didn't ask questions they couldn't answer.*

#### 3. Attitude, appearance, etc.

- a. *Bank - great!*
- b. *Feed store - great!*
- c. *Ice cream shop - not good on attitude, appearance was ok.*

- a. *The people seemed to really be to themselves.*

- a. *Seemed unfriendly until you got them talking.*

- a. *Woman at bank was very friendly and helpful as was village maintenance man, gentleman at co-op feed store and woman at depot. Did not get a warm reception from staff at Joni's or Midway. Didn't seem to go out of their way to make visitors seem welcome.*

#### **4. Other comments**

- a. The restaurant we ate in did not get high marks from me as far as service. The waitress had things to do, but was not rushed, but she didn't take the time to say hello or even smile. The food was fine, although my companion's order was mixed up.*
- a. Was interested in the Amish - would have liked info on where to observe and purchase Amish crafts.*
- b. Would like to have known if you could go to their homes and purchase crafts.*

#### **5. General**

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

*Yes.*

*I didn't see anyone who lived in the community.*

*Didn't ask residents but noticed the community history posted on the wall of the Bike Headquarters.*

*Yes.*

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

*As in any small town, there was not a variety. With all the people from the bike trail, I think Kendall could support more restaurants - maybe fast food and a large grocery store.*

*Didn't see any lodging and extremely little retail.*

*Retail selection was limited - would have been interested in more gift/craft especially Amish.*

##### **C. Are there public restrooms.**

*The only ones we saw were in the park. As mentioned one was locked and the other was not too inviting.*

*None seen.*

*In the service station. Kept clean - was nice.*

*Public restrooms at park - ones at shelter were locked - others weren't marked well. Restrooms at depot were nice.*

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

*Didn't see any.*

*The ones at the phone station were working.*

*Yes - outside of telephone company. Phone book intact.*

*Didn't try the pay phones.*

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

*Industrial park was 14 miles from Kendall and then it didn't look like an industrial park to us.*

*I didn't see an industrial park*

*Since we couldn't find it, I guess not.*

*Couldn't find industrial park*

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

*We were disappointed in our "homemade" ice cream sandwiches - 2 wafers with a slice of ice cream between. Lunch was fine.*

*The bar I ate at had good burgers.*

*Since I noticed Joni's sign first, I guess I would say ice cream. Great rootbeer float.*

*Joni's had some ice cream treats.*

**G. What does community SMELL like?**

*Fine - no problem.*

*It smells like the feed mill that is in the middle of town.*

*Faint smell of the feed mill. Farm next to school was pretty bad but is expected on a warm day.*

*Didn't notice any particular smell.*

**H. What SOUNDS did you hear?**

*Nothing that stands out. It's a quiet, peaceful community. School had started, so children were not around.*

*A quiet, small town.*

*Very little sound. Not much traffic or people on the street.*

*Could hear the feed mill.*

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

*We went on a very pleasant day and enjoyed walking around. I would not say Kendall felt "inviting". The bike trail headquarters was inviting, well-maintained and interesting. But the rest of the town held nothing of interest - did not make you want to stop and Look around.*

*As if everyone stayed to themselves.*

*Peaceful bordering on desolate and lonely.*

*Community wasn't very inviting except for the depot.*

**J. Did individuals make you FEEL welcome in Kendall?**

*I would say 90% did.*

*No one went out of their way to greet us.*

*Not really. Felt like I was being avoided most of the time.*

*Some individuals we met did and others really didn't.*

**6. Doing it Right!**

**A. List the 5 MOST positive things you observed about the community. (Please rank in order with 1=most positive.)**

- 1. Maintaining & promoting the bike trail. They should go further with this.*
- 2. We saw a Labor Day celebration advertised. Was impressed that a community of 500 did have a celebration.*
- 3. The village maintenance people were very hard working. We saw them several times - always busy.*
- 4. Their community brochure/map was very well done.*
- 5. A new-looking motel on the edge of town.*

- 1. Bike trail.*
- 2. The park*

- 1. Banners on Main.*
- 2. Bike Headquarters - great asset.*
- 3. Kendall brochure - nice piece of work.*
- 4. Glendale Cemetery was well kept.*
- 5. Nice park.*

- 1. The banners.*
- 2. The recycle bin at the depot - great depot.*
- 3. The depot itself was very inviting.*
- 4. Glenwood park playground area was very nice.*
- 5. The map/brochure of Kendall.*

**7. Things that could be improved. (Please rank in order with 1 = most wrong.)**

1. Appearance of downtown. This is hard for a small community, but would pay off here.
2. The Bed and Breakfast could be promoted more. As stated earlier, some brush should be cleared.
3. The Amish community should be promoted. Is a shop selling their hand-crafted items possible in one of the empty stores? Also, info on the Amish.

1. The houses could be painted.
2. Sidewalks could be installed.
3. The streets could be repaved.
4. Welcome signs installed.
5. Tear down that old gas station in the middle of town.

1. Old service station on Main really needs to be tom down if no one is going to use it.
2. Evangelical Free Church sure is in need of paint.

1. More inviting store fronts.
2. Welcome signs on the outside of town.

**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!**

*The community brochure/map appealed to me. It's an idea that I will bring up at our next meeting (which is not within 72 hours), and try to have price info before that.*

*Kendall brochure with map of the locations of businesses. Contact Chamber and start laying plans.*

*The recycle bin at the park, waste receptacles on main street, also banners were nice.*

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

*Most everyone was friendly and helpful. No town is going to have 100% friendly people, so I'd give Kendall an "A" here.*

*The people weren't very friendly until you got them talking. Gal in Joni's seemed almost afraid of the customers. Local pub has good burgers and found out everyone has the same feeling about the DNR!*

*Most were helpful - some were friendly.*

**ADDITIONAL COMMENTS/OBSERVATIONS:**

*Would have liked to learn more about the Amish Community. State Bike Trail map very well done.*

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

*The excellent condition of the bike trail headquarters area. Very touristy and fun. But I'll also wonder why the rest of the town isn't geared towards tourists (since the tourists are there already), and why the Amish aren't a part of it.*

*The bike trail made a great impression.*

*Bike Headquarters and the banners on the street.*

*The banners and the depot - I would like to go back and ride the bike trail.*