

Jennifer Stilling

From: Maria Panno <director@wauwatosavillage.org>
Sent: Wednesday, November 19, 2025 4:12 PM
To: Jennifer Stilling; Mark Hammond; Mike Steiner
Subject: [External] Fwd: misc communication

Hi Jen, Mark, and Mike,

I hope you're all having a fabulous Wednesday; the sunshine today sure beats yesterday's rain!

You'll see that I've forwarded you an email from Mandel Group with their most recent interactions with the businesses and other folks impacted by the construction. I also see that you, Mike and Jen, had communications with Sarah about this as well which is great. I want to make it clear that the message conveyed to businesses, as well as what Sarah said at our last BID board meeting, when questioning the timing on the shutdowns was, "the city is pushing us to do this."

The businesses have made it clear that they double, if not triple their monthly sales in December in comparison to other months. The impact is pretty great and I don't appreciate the false advertising to the businesses as to why the shutdowns *need* to happen at simply the busiest time of the year.

When I lived in Chicago, one of my clients had a bank built right off Ohio in the city. If you're not familiar with the area, that's the heart of where you come in off the expressway. For whatever reason, the telephone lines had to go under the street and this was at the end of November. They ended up doing the work on third shift so that it had the least amount of impact on the traffic and businesses. I'm not sure that this is a possibility, but I don't believe it's been discussed for this piece of the project for Mandel.

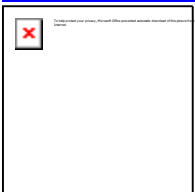
Our retail in the Village most often maintains a 10 am to 5 pm schedule, so the thought of "being out of the way when the people come to the Village," isn't true. The Village is busy all day, not just in the evenings. Don't get me wrong, I'm in full support of having a lot more residents in our area to help support all of the businesses in the Village. The timing just isn't ideal.

If you have any questions on this or would like to talk further, I'm happy to stop in City Hall, on Zoom, the phone, or whatever is easiest. The Village BID wants *everyone* to win!

Cheers to small local business,

Maria

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----- Forwarded message -----

From: **Sarah Hillenbrand** <shillenbrand@mandelgroup.com>

Date: Wed, Nov 19, 2025 at 11:25 AM

Subject: misc communication

To: Maria Panno <director@wauwatosavillage.org>

Maria – I’ve been able to touch base with all of these people below in the last 24 hours. Nat is good with hanging signage on the Swan building. And both Orange Theory and Ruby Tap would like signage saying State Street Station parking is open, accessible from 74th. We have a little time but lets please discuss what exactly you’d like these signs to say.

- **BID Board Monthly Meeting** – Provided an update on the anticipated work, received feedback, and adjusted the work plan accordingly so that work begins on Blanchard Street instead of Harwood Avenue.
- **Maria Panno** – Discussed collaborating on a communication plan for social media and additional signage to ensure a consistent message.
- **Jim Niemann (Niemann Candies)** – Expressed support provided that work on Harwood Avenue begins after January 1st.
- **Nat Davauer (Draft & Vessel)** – Prefers Harwood Avenue work begin after January 1st; offered use of the Swan building for signage such as “Businesses Open During Road Work.”
- **Sierra Tillman (Anodyne Coffee)** – Appreciated the outreach and is comfortable with Harwood Avenue work occurring after January 1st.
- **Brooke Smith (Ruby Tap)** – Would like the work to proceed as expeditiously as possible. Requested signage at the corner stating “Public Parking Still Available in State Street Station Garage; Enter from 74th Street,” and wants to ensure that wine case pickup for customers can continue to be accommodated.
- **Kelley Karp (manager Orange Theory)** – Communicated that work Blanchard Street is scheduled to be completed in December, in recognition that January is typically a busier time for a gym. She is great with this schedule.
- **City Staff (Jennifer Stilling and Mike Steiner)** – Held a working session with City staff and WE Energies to review the latest construction plan and obtain feedback.
- **Alderman Brad Foley** – Reviewed our ongoing outreach efforts and addressed questions.
- **Alderman Margaret Arney** – Currently traveling; suggested contacting Eva Enamorato for feedback on communication.
- **Eva Enamorato** – Reached out for feedback on communication; have not connected yet.
- **Melissa Dolan** – Reached out for feedback on outreach efforts; have not connected yet.

- **Adriana Perez (Fiduciary Multi-Site Manager State Street Station)** – Provided an update on the current plan and anticipated timing.
- **Carl & Margaret Komp (Blanchard neighbors)** – Provided an update on the current plan and anticipated timing.

Sarah Hillenbrand

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