

**Town of Dunn**  
**Business Owners Focus Group**  
**October 28, 2003 8:00-9:30am**

Question 1: What made you choose to work or operate a business in Dunn?

- Important to have a place where we could have inside and outside kennel.
- Don't have neighbors right next to us, so our business doesn't bother people.
- We are close to Madison, McFarland and Stoughton, so we're convenient for our customers and still have a rural setting.
- Other sites limited us to an indoor kennel, so we chose Dunn.
- We're here because of the Synchrotron, a research tool for molecular studies. It needs a very sturdy base; bedrock is 7 inches below the surface where we are in the Town.
- We employ 150 people, but they're not there all the time. There's also 40-50 people coming and going all the time.
- Also, some experiments are touchy and don't want to put them in a city with so many people around.
- Our family business has been on Lake Waubesa since 1936. We employ up to 30 people in the summer, mostly part-time, fairly seasonal business, but open year round.
- We rent one apartment above the restaurant/bar.
- Running a boat and bait shop that started in 1955 on Lake Kegonsa.
- I rent 9 boats during May-Sept. I'm the only bait station on the Lake.

Question 2: What do you like about Dunn and why is that important to you? What don't you like about Dunn and why?

- Like about the Town:
  - Positive experience working with Town officials wasn't always the case years ago.
  - Our employees like being in rural area where they can run, garden, be outdoors.
  - Because there's not the big city of Madison bureaucracy, it's easy to get things done. Town is more accessible
  - I like that it's a country setting. I'm an outdoorsman. It works well with our business, people can come by boat.
  - We know our neighbors. I like the availability of Town officials.
  - I like it because it's rural and quiet.
  - I like the privacy.
  - Been able to run my business how I want to
  - Convenience to Madison. Can give easy directions to customers.
  - Very positive to work with Town officials on the zoning for their business.
  - We employ a fair number of part-time student help from the area. It's been nice to be able to get employees that have experience with animals.

- I like that the Town mows the strip on the side of the road so that people can see our sign.
- If we have question or a problem, we feel comfortable just calling up the Town.
- I like the timeliness of the Public Works dept. plowing road, that's very important for getting customers to my business.
- The Town helped us get street lights. They've been easy to work with.
- Don't like about the Town:
  - I didn't like be charged the business price for my sewer service when I'm only open 5 months a year.
  - Would like more communication from the Town if there are problems or complaints about our business before they blow up into a bigger problem.
  - Sometimes the Town is slow processing licenses (bartender). This puts strain on small businesses.
  - We have also had big problems with the Kegonsa Sewer District. The system they designed has never been big enough. Communication was next to impossible with them. Skinner is hard to work with.
  - Would be nice to have more drive-bys by the cops because we've had some vandalism and break-ins.
  - We've also had a lot of vandalism too. A lot of times its just kids.

Question 3: Are you aware of the PDR program? How do you think this affects the quality of life in the Town? How important is this program to you? Is it worth this much of your tax bill? How come?

- 3 people aware of it, 1 person "so-so"
- It's not important to me. I wouldn't want to give my rights away.
- It does affect my business because if I had a larger base of people in the neighborhood to come to my business, I'd be better off. I like the program though. It is a trade-off for doing business in the Town.
- I support the program buying development rights on the edges of the Town where the land could be annexed.
- I think it's a good preventative measure to keep the area rural. I don't see the program having an affect on our business.
- From the business side, the more houses the more business. I don't want to see Dunn turn into some of the new subdivisions you see popping up.
- If there were some areas that were more developed, but some areas that were still farmed that would be ok. Some development would be ok with me.
- There's an area nearby that when you drive by you wouldn't know that there are 15-20 houses back there because there are trees. The group liked the aesthetics and rural feel of this idea and did not like the subdivisions where all the houses look the same and they cut down all the trees.
- The group said they value the farmland in the Town.
- It does cost us more to advertise to farther out places.

- I have no long to paying for the program as long as it's going to spots that need protection. The Town should communicate better why certain properties were bought, sometimes people in the Town wonder about decisions. You hear grumbling, "Why did they buy that?". If we knew, people would probably be happier with the program. The Town needs to publicize more- maybe in the newsletter. I think it's probably the biggest controversy in the Town right now. If people knew more ahead of time, or after the fact, how many houses could have been built that can't know.
- I think it's a good program for controlling development, but I just don't want to see no more development out here.

Question 4: Think about the challenges your business faces. How could the Town help your business, or if you feel comfortable please share the challenge.

- More police protection would be welcome.
- Schneider Dr. could use more attention in the winter with the plow. It's often dangerous to drive down. It's become a major thoroughfare. Should be a higher priority.
- The Town could embrace our businesses more. I don't see a lot of support for the Town businesses. The Town could refer people to our businesses. Recognition for the civic things we do in the Town. We do lake clean-ups.
- The Town doesn't do anything to promote Town businesses.
- Farm Markets maybe would bring people.
- The farm business has been embraced very well, but not the other businesses.
- What about an award for stewardship that the Town gives out to recognize residents and businesses.
- Maybe the Town could help businesses when they are having problems with other sectors of government.

Question 5: What is the one thing you would like to say to the Town about this 20 year planning process.

- I think the Town should have more responsibility to the people's rights.
- The Town should take the business owners ideas into account in the next 20 years coming up. I know it's a very agricultural area, but there are other businesses too, and it's some of our livelihoods.
- Meet the needs of all residents.
- Remember that our customers are often from the Town, so they want us here too. We are important to the area.