

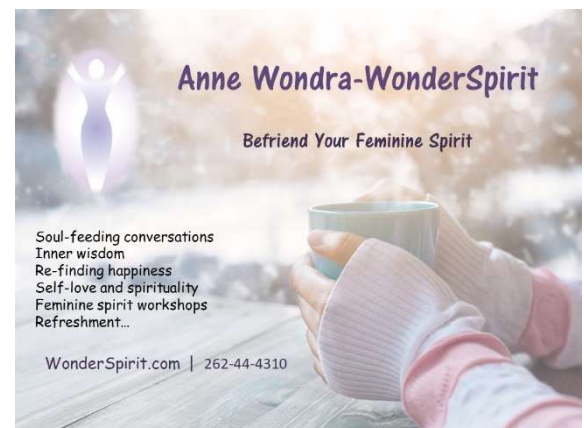


## Fond du Lac Mall Idea Notes

- Pop-up workshops
- speakers, musicians, artist exhibits and receptions
- small biz workspaces (Staples, copy center, is a perfect complement)
- a quiet room
  - reading, writing, study center
  - and a quiet kids' space (like airports)
- Vendor booths in shared space, 'Etsy Live' and artist haven (retail and create-space for artists)
- Live performances – dance recitals, music, spoken work
- Author / book signings
- Mall walking

December 17, 2017

I was in the mall yesterday and noticed how many store spaces are vacant. It's a beautiful space in an easy-access location—locally, and for Milwaukee, Oshkosh, and Appleton guests. And my thoughts went to other uses of this wonderful space that could draw more people in, utilize it more, and create vibrant synergies. My notes are the bullet points above.



Would love to see this place thriving, and it could be much more than a traditional shopping mall. It's a gathering, meeting, learning, human arts, conversation space, like a university campus. It could be desirable to have a creative workspace in a place like this; easy access to walk-and-talks, services, flow—and to grab a snack or beverage or do a little shopping along the way.

I used to live, work, and go to school in Fond du Lac and am an alum of both Marian and Moraine Park. Life still brings me to area a few times a month. If any of this is helpful, use it. If you'd like to meet or call and creatively brainstorm some more, love it! If this is not what you had in mind—not that you asked—that's okay too. My work was to play with this and share it.

Happy New Year and all the very best of life's joy and success.

Warmly,

Anne Wondra