



DESTINATION DOWNTOWN  
**JANESVILLE**



608.728.3322



PO Box 8081  
Janesville, WI 53547



[bid@downtownjanesville.com](mailto:bid@downtownjanesville.com)

## About Downtown Janesville Incorporated

### Purpose

DJI is a 501c3 organization made up of local business people who, in conjunction with key team members within the City of Janesville and other local agencies, provide direction and organization for the continued growth and development of Janesville's historic downtown.

### Goal

To revitalize the downtown through business retention and expansion, building renovation, historic rehabilitation, and redevelopment; and to maintain this organization to promote and facilitate those efforts. This includes communicating with and supporting our partners in the areas adjacent to and throughout the City of Janesville.

### Vision

To revitalize the downtown while preserving its historical character and buildings as a friendly, entertaining, unique and vibrant place that is bustling and prosperous throughout the year; and to serve as the community's center for financial, office, government, retail, business service, entertainment, and cultural events and activities.

### Mission

DJI will provide the leadership role in the downtown to promote economic development, encourage the preservation of its historic buildings, enhance the quality of life, increase opportunities for activities, improve the aesthetic integrity and coordinate the efforts of various groups toward these common goals.

### 2018 DJI Executive Committee

Deb Dongarra, President  
Lucy Anderson, Vice President  
Maddie Adams, Treasurer  
Jen DeGarmo, Secretary  
Britten Langfoss, Past President

### 2018 DJI Committees

#### Promotions & Marketing

*Jen DeGarmo, Chair*  
[jen@herefido.net](mailto:jen@herefido.net)

#### Design

*Britten Langfoss, Chair*  
[BrittenL@certifiedpartscorp.com](mailto:BrittenL@certifiedpartscorp.com)

#### Economic Vitality

*Dave Marshick, Chair*  
[Dave.Marshick@bankatfirstnational.com](mailto:Dave.Marshick@bankatfirstnational.com)

#### Events

*Jennie Krajeck, Chair*  
[jkrajeck@lamar.com](mailto:jkrajeck@lamar.com)

**If you have questions or concerns, please contact DJI Board President Deb Dongarra at 608.756.0300 or [deb@landtitlerock.com](mailto:deb@landtitlerock.com).**



DESTINATION DOWNTOWN  
**JANESVILLE**



608.728.3322



PO Box 8081  
Janesville, WI 53547



[bid@downtownjanesville.com](mailto:bid@downtownjanesville.com)

## Downtown Janesville Incorporated Committees

*If you are interested in attending a meeting, please contact a DJI committee chair or the DJI board president.*

**Economic Vitality Committee** *Dave Marshick, Chair, [Dave.Marshick@bankatfirstnational.com](mailto:Dave.Marshick@bankatfirstnational.com)*

focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. Meets: 1st Tuesday of the month at 8 am at Commercial Property Group, 111 N. Main St.

**Design Committee** *Britten Langfoss, Chair [BrittenL@certifiedpartscorp.com](mailto:BrittenL@certifiedpartscorp.com)*

supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. The committee decorates the downtown for a variety of seasons using funding from DJI and the BID. Focus is on the Roth Pavilion, Main Street, and Milwaukee Street. Committee puts on two Downtown Clean Up Days (one in spring and another in fall) and oversees the Winter Window Decorating Contest. Meets: 1st Thursday of the month at 1 pm at Voigt Music, Community Room, 34 S. Main St.

**Promotions Committee** *Jen DeGarmo, Chair [jen@herefido.net](mailto:jen@herefido.net)*

positions the downtown as a destination; maintains the integrity of the "destination downtown" brand; and creates a positive image that showcases the downtown's unique characteristics. Committee members are responsible for maintaining, updating and soliciting sponsorships for [downtownjanesville.com](http://downtownjanesville.com); coordinating the design and production of promotional materials, as the budget allows; and coordinating the distribution of materials via the Block Captain volunteers throughout downtown. Meets: 3rd Wednesday of the month at 3:30 PM at Bodacious Brew, 119 N. Main St.

**Events Committee** *Jennie Krajeck, Chair [jkrajeck@lamar.com](mailto:jkrajeck@lamar.com)*

focus is on creating events to bring people into the downtown. This group also works to market the downtown as a "fun" and exciting place to visit and shop through annual events and retail promotions. We help promote other events happening in the downtown and the businesses within our boundaries. Meets: 4th Tuesday of the month at noon at Bodacious Brew, 119 N. Main St.

**Organization Committee** *Deb Dongarra, President, [deb@landtitlerock.com](mailto:deb@landtitlerock.com)*

involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. Meets monthly. Executive Board of DJI- President, Vice-President, Secretary, Treasurer, Past-President