

The meeting was called to order at 6:00 p.m. by Mayor Boelk with the following roll call:

Members Present: Mayor Boelk, Ald. Forster, Andrew Shoemaker, Mike Schuett, Leslie Covell-Herschberger, Jim Holister (6:02)

Members Absent: Ken Neumann

Others Present: Nate Olson, Sara Decker

Item #2 Approve the minutes of the March 22, 2017 meeting.

Motion by Andy Shoemaker, second by Mike Schuett to approve the minutes of the March 22, 2017 meeting. Motion carried unanimously.

Item #3 Citizens Comments.

None.

Item #4 Discuss/Approve enhancements to Façade Improvement Program Application.

There have already been 2 applications approved. There are a few changes to the application/process. It was suggested that the applicant must have contractor estimates when applying. They would also like to make sure the building is structurally sound. If applicable and a building permit is necessary, the building inspector would need to certify the building is sound before receiving the grant. There was discussion on nonprofits. If they don't pay taxes on the building, then they wouldn't be eligible. Keeping the CDA sign in the window needs to be added to the information. There was a suggestion that the applicant should provide a letter from the mortgage company, if applicable, to indicate good standing with their loan. Changes will be made and the item will be added to next month's agenda to review the application enhancements.

Item #5 Discuss low interest loan program and revolving loan programs.

Nate Olson from Dodge County spoke. He indicated that Dean used to handle this program, but he is no longer with Dodge County. Nate knows the basics, but still learning the details. He spoke on the basics of the Revolving Loan Fund (RLF). It is a loan program that is set up to foster economic development within the county. He discussed the CDBG program. If someone is apply for a loan through RLF they have to partner with a bank and ½ with Dodge County. The revolving loan fund committee decides on the loans, not the county. The committee is made up of real estate agents, bankers, etc. They then make a recommendation on to the county board. Loans are low interest for 10-12 years or less. The loans are normally for capital expenditures or equipment. They don't like to do real estate. The committee sets terms. For every \$20,000-35,000 that is loaned out it has to create 1 job and 50% has to be low to moderate income positions. Job creation has to fall within time period-2-3 years. Currently the fund is approximately \$290,000. The interest rate hovers around prime.

There was discussion on how Fond du lac has set up their program.

There is information on the Dodge County website. Don has referred people to the program and they have funded projects in Mayville. Dodge County monitors how the money is used. An agreement is written with a promissory note and monthly payments. It works like any regular loan. \$20,000 is the lowest they will lend and will still have to be 1 job created. Nate reports it all to the State.

Dodge County is working on a partnership with Jefferson County for economic development purposes and formed Glacial Heritage Development Partnership (GHDP).

Item #6 Discuss with possible action creation of a promotional video..

The Committee would like to develop a promotional video to educate people outside of the city. Around the Corner with John McGivern will be coming in July. Ideas of what should be displayed in the video include; festivals, housing, parks, TAG Center, Golf Course. They want to promote jobs available in the City. It would be good to display different seasons. It will depend on the target market; possibly upper Michigan where people are losing their jobs. Multiple videos may be necessary. It could be placed on you tube and the website.

Item #7 Discuss with possible action teaming with schools/businesses to obtain photos of Mayville.

Sara talked with High School. They are interested in getting involved. Due to timing, may need to wait until next school year. Ald. Forster is going to take some photos. The idea of having a photo contest was presented; will add that to the next agenda.

Item #8 Discuss Improvement to the City of Mayville.

The Mayor shared an update from Don. He discussed prospects and locations for multi-family development. There was discussion on the owner of the land in the TIF by Shopko. The Pamela Gross property is not moving on the price of the property which is blocking potential developmental growth. They discussed options which included potential dissolving the TIF. Other land in the area with potential for development was discussed. He also discussed a possible pizza truck and ordinance changes in regards to food trucks. The Mayor talked to the owner of the red brick building and ideas were discussed. Duplexes are being built by Mary Street and an assisted living facility on Breckenridge near the TAG Center. The Riverwalk is in the final plan stage. There was discussion on Napa. There was discussion on the downtown park and splash pad design.

Item #9 Discuss the Downtown Revitalization Projects.

This item was incorporated with item #8.

Item #10 Adjournment.

Motion by Leslie Covell-Herschberger, second by Andy Shoemaker to adjourn the meeting at 7:06 p.m.
Motion carried unanimously.

Sara Decker, City Clerk