

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

Members Present: Mayor Boelk, Ald. Bartelt, Andrew Shoemaker, Ken Neumann, Mike Schuett

Members Absent: Leslie Covell-Herschberger, Jim Hollister

Others Present: Burt Bushke, Don Neitzel, Sara Decker

**Item #2 Approve the minutes of the February 22, 2017 meetings.**

Ken Neumann pointed out that he was absent from the February 22, 2017 meeting. Correction made to minutes

Motion by Bartelt, second by Ald. Neumann to approve the minutes of the February 22, 2017 meeting.

Motion carried unanimously.

**Item #3 Citizens Comments.**

None.

**Item #4 Discuss/Approve Façade Improvement Program Application; Wings Over Wisconsin.**

They received a new bid to now do the entire arch window rather than the last 3 feet on the bottom.

Nothing will be stained glass due to the price. Future plans would be to do the arch portion in stained glass. They took 2 bids. The League of Municipality attorney advised that there are no issues with the City giving money to a non-profit with this type of program. They do pay taxes. Wings will be fine with putting the CDA sign in the window. They will no longer have the big sign on top of the building, it will just be in the front door. They are requesting ½ of the total bid. They had applied for another grant, but didn't get approved.

Motion by Mayor Boelk, second by Andy Shoemaker to approve a grant of \$3,800 to Wings Over Wisconsin so long as the project is done in 6 months and the CDA sign is kept in the window. Motion carries 5-0.

**Item #5 View/Discuss Walkable City Ted Talk Video.**

Watched first 17 min video on walkable cities. [https://www.ted.com/talks/jeff\\_speck\\_the\\_walkable\\_city](https://www.ted.com/talks/jeff_speck_the_walkable_city)

It was noted that a lot of what is said in the video is focused on bigger cities. However, Mayville does have people commuting all over the place. The Mayor gave the statistic that 1800 people leave Mayville to work and 2500 come in to Mayville to work each day. The focus should be on how to get the 2500 people that come here for work to stay here. Mike indicated that he has watched the 2<sup>nd</sup> video and that one talked more about why and how.

**Item #6 Discuss low interest loans.**

Nate Olson from the County will be on the agenda for April. He will come and give the outline and will give update on Jefferson/Dodge Initiative. The Mayor spoke to Fond du Lac and how they handle their low interest loans. Don has worked with the County in the past when development was looking to come to Mayville.

**Item #7 Discuss with possible action creation of a promotional video.**

Ken hasn't had a chance to work on it yet. There were suggestions to reach out to tech schools or the high school about working on a promotional video. Possibly work with the marketing program.

**Item #8 Discuss promoting and recruiting from different geographic locations.**

The Mayor discussed promoting in upper Michigan. Lisa previously presented how Charter can target different areas. There was discussion of video shoots in Mayville.

**Item #9 Discuss Improvement to the City of Mayville.**

The Mayor discussed getting a large stone sign that would have Mayville on it coming into town on Highway 28. That area is included in the TIF. This would be a good way to promote the City. There was discussion on where it would be placed as to not cause a safety concern. Don suggested to go to the lime works and incorporate Mayville's history into the sign. There was discussion on how the TIF works.

There was also discussion of multifamily developments. Ken Neumann discussed the green space on Main Street and how it would be used. He noted that Portage has a green space downtown that they use for the Farmer's market. There have been other ideas for when the highway project comes through as well.

**Item #10 Discuss the Downtown Revitalization Projects.**

Don noted that they are working on the design work on the river path. It needs to be done by April to be to the DOT by May. The bank is not moving the ATM. Don has met with the bank and there are no issues. They will be narrowing the driveway and a parking stall. The apple trees will stay. It was noted that DPW cleaned up the river edge almost to the city limits. The Mayor is meeting with the owner of redbrick school. There was discussion on the future plans for the building.

**Item #11 Discuss with possible action Revolving Loan programs.**

This item is covered with the low interest loan program item.

**Item #12 Discuss with possible action implementing a Room Tax.**

Ald. Bartelt talked to owner of one of the hotels in town. The business is just getting by and they don't want people going to another city due to taxes. Horicon has a hotel coming. Andy read up about room taxes and believes it is going to turn people off. The Mayor does not believe there is enough revenue. The City doesn't have a large hotel. No motions.

**Item #13 Adjournment.**

Motion by Andy Shoemaker, second by Ald. Bartelt to adjourn the meeting at 7:02 p.m. Motion carried unanimously.

Sara Decker, City Clerk