

The meeting was called to order at 6:02 p.m. by Mayor Boelk with the following roll call:

Members Present: Mayor Boelk, Ald. Bartelt, Andrew Shoemaker, Ken Neumann, Jim Hollister, Leslie Covell Herschberger

Members Absent:

Others Present: Kylene Harris, Don Neitzel, Sara Decker

**Item #2 Approve the minutes of the December 21, 2016, meetings.**

Motion by Ald. Bartelt, second by Andy Shoemaker to approve the minutes of the December 21, 2016 meeting. Motion carried unanimously.

**Item #3 Citizens Comments.**

None.

**Item #4 Discuss open CDA Commissioner seat and new appointment.**

The Mayor explained that Jan Schabel has resigned and Mike Schuett will be appointed to take her place. He is employed with National Exchange Bank. It will be beneficial for the committee to have his banking knowledge.

**Item #5 Discuss/Approve Façade Improvement Program Application; Lavish Salon & Spa.**

Kylene Harris presented. She purchased the old His & Hers building. She just opened Lavish Salon & Spa in one side of the building and next door still has Jon Jacobs jewelry store. She has been working really hard on redoing the inside, but the outside of the building needs work. It was explained to her that the grant is a matching fund grant. She would need to do the work and bring receipts to get reimbursed. Kylene would like to install a cut metal Lavish sign to cover up where the previous sign was and also install gooseneck lighting to reflect on the signs. Perpendicular signage was discussed. She shared pictures of a few smaller perpendicular signs she liked. There was discussion on the ordinances around signage. Kylene shared pictures of a black & white striped permanent awning. Paint color was discussed. In the original plan, she was going to do black paint with white around the windows with possible white shutters and blinds. The committee suggested a softer look in charcoal grey. The committee had a discussion about the historic look of downtown. Jim also had ideas for awnings for her. She would like to get most of the work done as soon as possible; thought painting will need to wait until spring. There was discussion on the upstairs apartment. She plans on leaving them as is, but would like to spruce them up. Kylene also plans on track lighting in the store front along with crystals and signage in the window. She would like to install lighting on the side that will give a glow and clean up the look of the aluminum doors. She does not have a contractor lined up yet, but has calculated it will probably cost between \$8,000-\$10,000. She has been trying to use local businesses. She is ok with putting a CDA sign in the window.

Motion by Mayor Boelk, second by Ken Neuman to approve up to \$5,000 matching funds on the stipulation that the improvements will include a flat, slightly protruding sign on top of the building, along with gooseneck lighting, charcoal grey paint, a black & white stripe awning and two side lights and a CDA sign in the window for 60 days. Motion carried 6-0.

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

Don reported that Dean Perlick resigned from his position. They are looking into replacing him and will try to have the replacement speak at an upcoming meeting.

Motion by Ald. Bartelt, second by Andy Shoemaker to table the topic. Motion carried unanimously.

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

The Committee discussed last month's presentation about a promotional video. There was a consensus that they would like high quality photos and a high quality video but it will take time to put together and show different City events throughout the year and seasons. There was discussion on the costs. Jim also knows someone with marketing and video experience. He will contact her. The idea was presented to look at what other cities are doing as well. There was discussion on branding the City. They want to portray that

Mayville is a great place to live, work & play. Ken volunteered to put a sound clip together in the meantime and then they can keep working on a long term plan.

Motion by Andy Shoemaker, second by Jim Hollister to table the item and continue the discussion.

**Item #8 Discuss with possible action, Façade Improvement signs in the businesses of grant recipients.**

The committee discussed putting a sign in the windows of grant recipients indicating that the project was supported by the CDA. There was discussion of what to put on the sign, ie. website, phone, etc. Will look into quotes and sign ideas for next meeting. Jim suggested matting and framing a printed picture. Ideas were discussed on the length of time the signs should be in the window. Sixty days sounded fair. They will talk about the topic again next month.

**Item #9 Discuss promoting and recruiting from different geographic locations.**

A lot of this goes back to the discussion of a promotional video. Discussion on the things that mayville has to offer and drawing families to the area. Leslie discussed a big picture summit for Mayville, so that all organizations are working together. There was discussion on a performing arts center. Don discussed the CDA purchasing property and the buildings downtown. Concerns were raised about the need for some of the buildings to have inspections. Ideas were discussed about splash pad/park behind the Main Street buildings by the damn along with the Riverwalk and revitalizing that area.

**Item #10 Discuss Improvement to the City of Mayville.**

There was discussion on a dog park and the current ideas for it. There was also discussion of the dog parks in West Bend, Milwaukee and the Humane Society. The Park Board will be discussing. There was discussion on prospective multi-family developers. There were also ideas on creating incubator space for new businesses to jump start their businesses. The Committee talked about prospective for EVS buildings and possible TIFs. There was discussion on Main Street business building a shed. Jim also talked about his idea for an Amish popcorn wagon.

**Item #11 Discuss the Downtown Revitalization Project.**

This item was discussed along with previous item.

**Item #12 Adjournment.**

Motion by Ald. Bartelt, second by Andy Shoemaker to adjourn the meeting at 7:35 p.m. Motion carried unanimously.

Sara Decker, City Clerk