

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

Members Present: Ald. Bartelt, Andrew Shoemaker, Ken Neumann

Members Absent: Jim Hollister, Leslie Covell Herschberger, Jan Schabel

Others Present: Lisa Neumann, Sara Decker

Item #2 Approve the minutes of the November 30, 2016, meetings.

Motion by Ken Neumann, second by Andy Shoemaker to approve the minutes of the November 30, 2016 meeting. Motion carried unanimously.

Item #3 Citizens Comments.

None.

Item #4 Discuss/Recommend transferring MCDC funds to CDA.

Andrew Johnson and Thomas Schuessler drafted a resolution to dissolve the MCDC Corporation and transfer the funds to the CDA.

Motion by Ken Neumann, second by Andy Shoemaker to recommend transferring the MCDC funds to the CDA.

Item #5 Discuss low interest loans.

The Mayor has been doing research on low interest loans. He talked to Fond du Lac Economic Development and explained their program. He also talked about Sparta's program. The CDA would need to work closely with the local banks to get low interest loans. The City will need input from the community to determine if they desire to restore the old buildings in downtown. Discussion on starting a TIF for downtown. Dodge County is invited to the next meeting to explain information on low interest loans.

Item #6 Discuss promoting and recruiting from different geographic locations including development of a promotional video.

Lisa Neumann from Charter brought info on production of a promotional video and digital campaigns. CDA will need to determine what the goal is and they can help find the right direction. They have the ability to target geographic locations and specific companies or groups of people. They can study the traffic of the website and can do reports/analyze to find a starting point. Lisa explained packages, promotions and services that are offered. She would want to have a creative meeting and have producer sit down to figure out what is needed and they will do all the work from there. The Committee will discuss further next month.

Item #7 Discuss Improvement to the City of Mayville.

Ken Neumann discussed the desire for a dog park. There was discussion on a revolving loan program and the need to promote the geography and history of Mayville. There was dialogue regarding getting the public's input on downtown and discussion on partnering with local businesses. The committee discussed the need to capture young entrepreneurs and retain youth in the City. Mayville needs to have anchors downtown and brand the City. It was suggested that there is a need for more housing and Don is looking at contacting developers. The Committee had conversation on the perception that the City tax rate is high when really it is 4th from bottom in Dodge County. The Mayor highlighted all of the positives the City of Mayville already has including the Marsh, trails, parks, cheese factories, façade program, the river, TAG Center, Golf Course, etc. Main Street Mayville has discussed a splash pad with creativity park. There was discussion of possibilities with downtown buildings and EMS/Fire Department's buildings. The Mayor explained his vision for downtown is to have an impressive building with new library, PAC and possible store front which includes a green space that would attract people to downtown. Discussion on the current library and surrounding buildings.

Item #8 Discuss with possible action the Downtown Revitalization Project

Most of these ideas were talked about during the previous item. The idea of reaching out to owners of empty buildings downtown regarding the façade program to get business in and improving the look of downtown was discussed. There was also dialogue on putting up a sign in the buildings that utilize the CDA façade grant to promote the program.

Item #9 Adjournment.

Motion by Ald. Bartelt, second by Andy Shoemaker to adjourn the meeting at 7:01 p.m. Motion carried unanimously.

Next meeting January 25, 2017 at 6pm.

Sara Decker, City Clerk