

The meeting was called to order at 6:01 p.m. by Mayor Boelk with the following roll call:

Members Present: Ald. Bartelt, Ken Neumann, Jim Hollister, Andrew Shoemaker, Leslie Covell
Herschberger
Members Absent: Jan Schabel
Others Present: Don Neitzel, Sara Decker

Item #2 Approve the minutes of the August 24, 2016, meetings.

Motion by Ken Neumann, second by Andrew Shoemaker to approve the minutes of the August 24, 2016 meeting. Motion carried unanimously.

Item #3 Citizens Comments.

None.

Item #4 Presentation from Jason Scott-Wisconsin Economic Development.

Jim Hollister reached out to him, but hasn't heard back. The CDA would like to meet with him to get more information about loan programs. Don Neitzel will also be attending the meetings to provide development information.

Item #5 Presentation/Discussion with Main Street Mayville-Trina Justman Reichert.

Trina indicated that she would not be present for this meeting.

Item #6 Discuss MCDC funds and response.

The Mayor had a conversation with Andrew Johnson regarding transferring MCDC funds to CDA. The City is currently holding the MCDC money for them, but the MCDC would have to agree to relinquish the funds. Andrew had questions before doing such. Suggestion to invite MCDC to a meeting to discuss. The Mayor noted that there currently is \$10,000 in the 2017 budget as a start-up fund for the CDA. Discussion on Ehlers and Associate coming to a meeting to give advice.

Item #7 Discuss downtown façade.

The Mayor put together a proposed façade program that resembles the program in Waupun. Discussion on the program and changes to the proposed document. Will try to locate a map that defines the central business district. The goal is to help the downtown area in Mayville look inviting so that it makes the rest of the city attractive. Discussion of programs in Waupun and buildings in other area communities. Committee went through form page by page and suggested changes/corrections. The Committee agreed that they would like to make this an easy program for downtown businesses to access. After the Committee approves the form they would bring it to the Council.

Item #8 Discuss low interest loan.

Discussion on a revolving loan fund. CDA will get more guidance from the State. The County has a revolving loan fund already. Discussion on the possibility of enhancing on that within the city. Discussion of people with in State/County that would be good to consult for more information.

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

The Mayor discussed difficulties manufacturers in Mayville are having filling employment openings. Discussion of recruiting people from Northern Michigan or other areas. Discussion on marketing campaigns and on Mayville's website. Suggestion of adding digital version of Make It Mayville book on the website. Leslie will send a copy. Dialogue on radio ads, social media and digital marketing to target specific areas/people.

Motion by Andy Shoemaker, second by Ald. Bartelt to table items 6, 7, 8 and 9 to next month. Motion carried unanimously.

Item #10 Discuss Improvement to the City of Mayville.

Discussion on downtown businesses and ideas that have been presented to enhance downtown. Discussion on the possibility of a splash pad and locations. Also discussion on the redesign of the area behind Main Street along the river and options for EMS/Fire/DPW location. The Mayor noted that the Blue zone is going to be working with Mayville to promote health and fitness in the City.

Item #11 Adjournment.

Motion by Andy Shoemaker, second by Jim Hollister to adjourn the meeting at 7:29 p.m. Motion carried unanimously.

Next meeting November 30, 2016 at 6pm due to Thanksgiving holiday.

Sara Decker, City Clerk