

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, Ken Neumann (6:02)

Members Absent: Jim Hollister

Others Present: Sara Decker

**Item #2 Approve the minutes of the April 26, 2017 meeting.**

Motion by Andy Shoemaker, second by Leslie Covell-Herschberger to approve the minutes of the April 26, 2017 meeting. Motion carried unanimously.

**Item #3 Citizens Comments.**

None.

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

The committee reviewed the changes that were made. There was discussion about the same business/building receiving grants within a time period. Change to 24 months per parcel to give incentives to other buildings. It was added in the application that the CDA sign must be in the business window for 60 days. On item #6 they would like to change to indicate that the applicant must reappear to request an approval for an extension. Applicants must submit receipts at the end of the project to get the grant money. It was noted that the committee should be promoting the program to the downtown and central business district businesses.

Motion by Andy Shoemaker, second by Ken Neumann to recommend approval of the changes. Motion carried unanimously.

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

The Mayor questioned Mike Schuett about businesses borrowing money. It will come down to the buyer. There was a discussion on the loan to value borrowing and the fact that the bank works off of the appraised value not assessed. There was discussion of buildings for sale downtown. The committee would need to get seed money to get a low interest loan program off the ground. There are some experts that may be able to help. Most programs are 1%; ½ is from the City ½ is from the bank and therefore 50% is low interest. Interest rates and bond rates are going up.

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

There was an idea to have a contest to make promotional video. Ken Neumann hasn't had time.

It was noted that John McGivern is coming and maybe that could be used to promote the city.

Will need to decide length, parameters and when to shoot. It was discussed to reach out to school kids to do it through class as a project. Sara has had contact with the high school and they are interested, but it is now almost summer break. Mike can ask Matt Hertini at Rotary.

**Item #7 Discuss with possible action photo contest for the City of Mayville.**

There was discussion of a photo contest similar to the one at the Limestone. The Limestone is Wisconsin pictures, not necessarily in Mayville. There would need to have guidelines set for a contest and the City would need to be able to use the photo. Andy will talk to Don about using pictures from the Limestone contest. Ald. Forster has also taken some photos.

Motion by Andy Shoemaker, second by Ken Neumann to table until next meeting and bring the guidelines for a contest. Motion carried unanimously.

**Item #8 Discuss Improvement to the City of Mayville.**

Don was not at the meeting but there was discussion on current projects in the City. There were ideas discussed for the old hardware store building. There was also more discussion on potential multifamily developments, but the properties in question are not coming down on the price. Also the EVS building is not coming down on the price. There was a suggestion for an improvement to paint the bridge by the

Pavilion and possibly put lights on the bridge to go along with Riverwalk project. There was a discussion on other cities lights and new welcome signs. The Mayor discussed his idea for a sign and design. There was discussion on places that may be able to construct the sign with stone pillars on the side and a metal design on top.

**Item #9 Discuss the Downtown Revitalization Projects.**

The Riverwalk is going to be a 5 foot concrete path and they are working on designs for behind Mayville Savings Bank. There was discussion on Watertown's multifamily development right by the river and zoning changes. Buildings in town were discussed that would be ideal to have multifamily on top with retail space below. There was discussion on nearby cities that have had that type of development. The corner lot by the old gas station can only have green space or asphalt. Ideas were presented to have signs/benches. There was discussion on attracting a bigger business to that property.

**Item #10 Discuss/Recommend business promotional opportunities with City of Mayville website.**

The new City of Mayville website has a business directory and an employment section. The Mayor suggested charging business \$600/year to be a featured business with logo and picture along with links to their business. He also suggested charging businesses \$20-\$25/year to get into the directory. This money could then be used to promote Mayville in other geographic areas to draw people to the City. There was discussion on the pros and cons of doing it this way. Ken Neumann and Mike Schuett both had concerns about the cost being affordable for smaller businesses and competing with other advertisers in the City like the radio station and newspaper. There was also discussion on the job section and how that should be maintained and if there should be a charge. Ideas were discussed of whether it should be per posting or a yearly rate. There were also concerns as it is a City website and not a private business. The new website will have the capability of tracking the number of visitors and demographics of the site. The overall feeling was that there shouldn't be a charge for the directory, but it should just be open as free advertisement to City of Mayville businesses. There was discussion of non-profits and it was suggested they should be included for free as well.

Motion by Andy Shoemaker, second by Ald. Forster to advertise City of Mayville businesses in the directory of mayvillecity.com at no cost. Sponsored businesses shall pay a \$600 fee yearly due July 1<sup>st</sup> or prorated thereafter to include a picture/logo, links to the business website and banner business of the month photo. The revenue shall be used to promote the City of Mayville. Motion carried 4-2 (Ken Neumann and Mike Schuett voted No)

**Item #11 Adjournment.**

Motion by Leslie Covell-Herschberger, second by Andy Shoemaker to adjourn the meeting at 7:55 p.m. Motion carried unanimously.

Sara Decker, City Clerk