

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, Jim Hollister, Leslie Covell-Herschberger, Mike Schuett

Members Absent: Ken Neumann

Others Present: Kylene Harris, Jennifer Thoreson, Don Neitzel, Sara Decker

**Item #2 Approve the minutes of the June 28, 2017 meeting.**

Motion by Ald. Forster, second by Andy Shoemaker to approve the minutes of the June 28, 2017 meeting. Motion carried unanimously.

**Item #3 Citizens Comments.**

None.

**Item #4 Discuss/Approve Façade Improvement Program Application; Lavish Salon.**

Kylene Harris discussed the Lavish Salon project. She had the front of the building pressure washed and painted along with the windows. The awning didn't get finished as it couldn't be done until after the painting and sign work, so time ran out. There was discussion on her receiving an extension to get the rest finished, but she is trying to expand her business, so she would now like to put money towards that. She also didn't get lighting done as it wasn't going to shine like she originally planned. The Mayor discussed the agreement of the grant. Kylene noted that she is trying hard to improve the look of her business. She plans on still getting the awning done, but wants to do it on her time. Ald. Forster noted that building looks really nice, but the awning is a big part of the project. Kylene discussed extension and would request 6 months, but the Mayor thinks that's too long. Mike suggested giving \$1500 back now with a 4 month extension and then give the remaining agreed upon amount to improve cash flow. There was discussion that this may prohibit other applications from getting approved.

Motion by Mayor Boelk to approve \$1,300 for Lavish Salon for the partial completion of the grant application process. There was no second.

Motion by Mike Schuett, second by Leslie Covell-Herschberger to reimburse Lavish Salon 50% or \$2,369 based off of the original agreement. Motion carried 3-2. (Mayor Boelk & Ald. Forster voted no; Jim Hollister abstained)

**Item #5 Discuss/Approve Façade Improvement Program Application; Sweet Ginger Vintage.**

Jennifer Thoreson discussed her plan for her building. She would like to repair her window, paint the front trim and replace the awning. She is unsure of the total cost for the painting, but they gave an estimate for time and material. She believes the total cost will be around \$6,000. She discussed if she could do the side of her building as that is seen on all sides. She plans on doing a dark teal color trim. The colors of her logo are black and white, so she will do the awning that color. She would like black and white striped. There was discussion on the awning frame and where the awning would be placed. She initially had the quote just for the one window that goes over her window. The Committee likes the idea of two separate awnings or an awning across the whole front.

Motion by Mayor Boelk, second by Mike Schuett to table the topic until next month to get a quote for the awning. Motion carried unanimously.

Motion by Mayor Boelk, second by Ald. Forster to hear item #10 out of order. Motion carried unanimously.

**Item #10 Discuss with possible action creation of a promotional video and marketing opportunities.**

Brevin Luehring discussed promotion video for the city. He currently works in Madison doing video production, but is from and lives in Mayville. The committee watched a sample video. Brevin would need to capture some of the events around town and then could put it together. He does have a drone that could be used. The committee would like to get a good flavor of the city incorporating live, work and play including the river, marsh, Audubon days, the schools, manufacturing, rec activities, TAG Center, etc. Brevin discussed putting it on social media. He would charge approximately \$1,000. He'd also have to

work on a freelance writer and a voice over. The idea is to advertise outside the geographic area to attract people to move here. Brevin will work on a contract and come back next month. Motion by Mayor Boelk, second by Jim Hollister to table the topic to next month. Motion carried unanimously.

**Item #6 Discuss with possible action Façade Grant signs.**

Jim indicated that the signs look good on their own without framing. He has already given one to Lavish and to the Frey building. There was discussion on whether the signs should go in before/after construction. Motion by Mike Schuett, second by Andy Shoemaker to give businesses the signs upon approving the grant so that they can be displayed during construction and 6 months following completion. Motion carried unanimously.

**Item #7 Discuss possible incentives for single family home construction on existing unimproved residential lots with possible action.**

This program was discussed last month. Sara developed a form and application. This will need to go to Council for approval. The goal is to fill up the approximately 70 undeveloped lots in the city. Motion by Mayor Boelk, second by Andy Shoemaker to recommend approval of the program. Motion carried unanimously.

**Item #8 Discuss with possible action amending TIF #5 to include EVS West and surrounding properties.**

There was discussion on the TIF for Shopko and Fastenal. There is now a new development coming by BP and there was discussion of amending the TIF to incorporate the EVS building to make it more marketable. They are currently asking \$875,000 and the assessed value is \$365,000. Don spoke to the real estate agent and they will not raise the price if worked into the TIF. There are no land problems with the building. There was discussion that it may be beneficial to speak directly to Eric Von Schledorn. Motion by Mayor Boelk, second by Andy Shoemaker to table the topic until next month. Motion carried unanimously.

**Item #9 Discuss low interest loan program and revolving loan programs.**

The Mayor has nothing new to report on this. Jim discussed potential state grants, but unsure if the City would qualify. Motion by Ald. Forster, second by Mayor Boelk to table this topic until next month. Motion carried unanimously.

**Item #11 Discuss with possible action ideas for generating façade grant funding.**

There was discussion on possible grants for funding the project and potentially reaching out to the Bachhuber foundation. There was discussion on local businesses that give back to the community and their interest in enhancing the downtown. Motion by Leslie Covell-Herschberger, second by Mayor Boelk to seek \$20,000 to supplement the City's proposed \$10,000 budget for the CDA façade grant program. Motion carried unanimously.

**Item #12 Discuss improvements to the City of Mayville.**

There was discussion on a City sign. The Mayor hasn't heard back from the metal guy. There was a suggestion to request a donation from a masonry company. Jim will bring his designs. Don also noted that he has been talking to a potential developer for apartments off of Dayton Street. He discussed that the nursing facility broke ground and there has been talk about a potential memory care facility in town. There was discussion of corner lot on Main and Horicon Street.

**Item #13 Discuss the downtown revitalization projects.**

The Mayor discussed an engineering company working with a master plan for the downtown. Jim discussed Port Washington. The Mayor also noted that they are working with a 100 year lease with the bank for the Riverwalk property. There was discussion on a comprehensive plan.

**Item #14 Adjournment.**

Motion by Andy Shoemaker, second by Ald. Forster to adjourn the meeting at 7:38 p.m. Motion carried unanimously.

Sara Decker, City Clerk