

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, Leslie Covell-Herschberger, Mike Schuett

Members Absent: Ken Neumann, Jim Hollister

Others Present: Jennifer Thoreson, Lois Krueger, Daniel Frey, Amber Schraufnagel, Allen Schraufnagel, Trina Justman-Reichert, Andrew Johnson, Daniel Lindstrom, Nicole Groh, Sarah Karweick, Sara Decker

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

Motion by Ald. Forster, second by Mike Schuett to approve the minutes of the July 26, 2017 meeting. Motion carried 5-0.

Item #3 Citizens Comments.

None.

Motion by Mike Schuett, second by Ald. Forster to hear item #5 ahead of item #4.

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

Jennifer Thoreson discussed new plan with 2 awnings and quotes. One awning would be \$1600 or \$2000 for the split one with installation. The color will either match the trim or a black & white. She plans to do the window repair, painting and the awning. The total project is \$6000, so she is asking for \$3000 from the grant.

Motion by Mayor Boelk, second by Leslie Covell-Herschberger to approve the \$3,000 façade grant for Sweet Ginger Vintage for window repair, painting and the double awning. Motion carried 5-0.

Item #4 Discuss/Approve Façade Improvement Program Application; Frey Estates LLC.

Daniel Frey reported that they are done with the project. The total project was \$6839.

Motion by Mayor Boelk, second by Ald. Forster to approve the grant of \$3000 as requested. Motion carried 5-0.

Item #6 Presentation on Mayville Downtown Plan Proposal.

Daniel Lindstrom from Vierbicher gave a presentation on downtown plan proposal. The goal is to develop a plan for next phase of the future of the community. Vierbicher is a planning and engineering firm that facilitates this process. Daniel gave a PowerPoint presentation on the process of developing and implementing the plan. There was discussion on developing a TID and also BIDs. There was a discussion on the buildings and areas incorporated. Funding sources for these projects were discussed.

Item #7 Discuss with possible action creation of a promotional video and marketing opportunities.

Brevin Luehring was not in attendance at the meeting.

Motion by Mike Schuett, second by Andy Shoemaker to table the topic until next month. Motion carried unanimously.

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

The Mayor and Don have not set up a date to meet with the Von Schledorns yet.

Motion by Mayor Boelk, second by Mike Schuett to table the topic until next month. Motion carried unanimously.

Item #9 Discuss CDA Fund balances.

The fund balances were discussed. There is approximately \$2,000 left. The Mayor noted that he is proposing it in his budget again for next year. We may need to order more signs for grant recipient's windows.

Item #10 Discuss/Approve City of Mayville sign quote.

The Mayor explained the quote he received for a Mayville sign. The \$2656 quote is for the metal work not brick work. Mike asked discussed getting another quote or alternative design from a place in Leroy that does metal work. He'll look into it. Originally they talked about having a sign come into town by Shopko. A good place may be the corner lot of Hwy 67/28. Leslie suggested it should say welcome. Motion by Mayor Boelk, second by Andy Shoemaker to table the topic. Motion carried unanimously.

Item #11 Discuss low interest loan program and revolving loan programs.

The Mayor has nothing new to report on this.

Motion by Mike Schuett, second by Andy Shoemaker to table this topic until next month. Motion carried unanimously.

Item #12 Discuss with possible action ideas for generating facade grant funding.

A letter was sent to the Bachhuber Foundation requesting grant funding. No other foundations have been contacted at this point. There was discussion of businesses donating. There was an idea to have music event fundraisers.

Item #13 Discuss improvements to the City of Mayville.

The Mayor discussed developing an official city seal. It was suggested to have a contest to create an official seal. The Mayor noted it will have to pass council first and then back to CDA. The official seal could be used on all documents, letterheads, business cards, etc.

Motion by Andy Schoemaker, second by Leslie Covell-Herschberger to recommend the city seal idea to Council. Motion carried unanimously.

Item #14 Discuss the downtown revitalization projects.

It was discussed that they should add engineering proposals to next month's agenda to get more bids. Leslie will look into who Beaver Dam just hired. There was discussion on the Main Street program. To be part of the program you need a \$70,000/year operating budget. Mayville is under \$40,000. There was discussion on overlapping the TIFS. The one is closing in 2019. It will go on to the 2020 budget so there will be more revenue that year and the city will have to forgo getting state aid that year and reset our bar.

Item #15 Adjournment.

Motion by Leslie Covell-Herschberger, second by Andy Shoemaker to adjourn the meeting at 7:39 p.m. Motion carried unanimously.

Sara Decker, City Clerk