

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-Hershberger, Mike Schuett, Ken Neumann (6:02)

Members Absent: Jim Hollister

Others Present: Mike Raasch, Burt Bushke, Sara Decker

Item #2 Approve the minutes of the August 23, 2017 meeting.

Motion by Mike Schuett, second by Leslie Covell-Hershberger to approve the minutes of the August 23, 2017 meeting with the spelling correction to Shoemaker and Hershberger. Motion carried unanimously.

Item #3 Citizens Comments.

None.

Item #4 Discuss/Approve Façade Improvement Program Application; Wings Over Wisconsin.

Burt Bushke was present. He indicated they are just waiting for the trim to get filled in. They are looking at possible laminate stained glass. There was discussion on where the CDA sign should go and it was decided the bottom window.

Motion by Andy Shoemaker, second by Leslie Covell-Hershberger to approve payment of \$3,800 to Wings Over Wisconsin. Motion carried 6-0.

Item #5 Discuss/Approve Façade Improvement Program Application; MCR Enterprise.

Mike Raasch discussed the paint colors for the building. He provided a number of samples and the Committee discussed. He has already started work on the windows. There had previously been a motion to approve the MCR Enterprise application as written to replace the windows, paint the store front, complete tuck pointing and enhance the face of the building. He was just to come back with paint samples.

Item #6 Discuss Façade Improvement Program Application; New China Restaurant.

Sara noted that New China has submitted an application, but they do not want to review it until after the new year to ensure that funds are available and also that the weather will cooperate. We will put this on the agenda early 2018.

Item #7 Discuss CDA Fund balances.

The balances were reviewed. Andy discussed board fees and the possibility of waiving them. Sara will check into it and put that on the agenda for next month.

Item #8 Discuss with possible action creation of a promotional video and marketing opportunities.

Brevin is going to set up a meeting with the Mayor.

Motion by Mayor Boelk, second by Andy Shoemaker to table the topic. Motion carried unanimously.

Item #9 Discuss with possible action advertising on Facebook and other advertising ideas.

The CDA currently has money from advertising to be used to promote the City. Some will be used for 2018. There was discussion of advertising in the Upper Peninsula. It was noted that there is a new Mayke It Mayville book to upload. There was discussion on how much to advertise and how to track how many people are on the website. They discussed adding links to job sections of the featured businesses. They discussed different ways to advertise.

Motion by Mike Schuett, second by Andy Shoemaker to spend \$20 per week advertising on Facebook. Motion carried 6-0.

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

Mike noted that Bent out of Shape in Leroy does not want to do it. The Mayor will talk to Rotech in Mayville.

Motion by Mayor Boelk, second by Andy Shoemaker to table the topic. Motion carried unanimously.

Item #11 Discuss with possible action City of Mayville App.

There was discussion of apps and two proposals Sara has already received. We can also check with website provider. They discussed other possibilities of apps, but think it's a good idea. Motion by Andy Shoemaker, second by Leslie Covell-Hershberger to table the topic. Motion carried unanimously.

Item #12 Discuss with possible action engineering quotes for downtown plan and the downtown revitalization projects.

The Mayor talked to engineering company and was quoted at \$36,000. He found \$200,000 that possibly could be used, but will need to look into it further after audit in March. These funds could pay for the plan and start up for revolving-loan fund. He discussed on how the program would work. There was discussion on how to get the programs out to the community. Leslie found the business that Beaver Dam hired was \$23,000. There were suggestions to get a drawing to go along with the plan.

Motion by Andy Shoemaker, second by Mike Schuett to table the topic to February. Motion carried unanimously.

Item #13 Discuss/Approve process for developing a City of Mayville official seal.

The Council approved coming up with a City seal and passed it to the CDA to determine the procedure. Mike discussed getting a seal done before the sign is done. Other cities were looked at. There was discussion on a contest and the schools/organizations that would get involved. There was debate on the prizes.

Motion by Ken Neumann to offer a prize of \$250 and a key to the city with a time period of November 1st - February 1st. No second.

There was a suggestion to provide a written interpretation of the seal and rules.

Motion by Andy Shoemaker, second by Leslie Covell-Hershberger to table the topic for final approval next month. Motion carried unanimously.

Item #14 Discuss low interest loan program and revolving loan programs.

This topic was discussed already.

Motion by Mike Schuett, second by Andy Shoemaker to table the topic to February as well. Motion carried unanimously.

Item #15 Discuss improvements to the City of Mayville.

There were no items to discuss.

Item #16 Discuss/Recommend CGI Contract.

The Committee watched a sample CGI video from the website. CGI is partnering with Dodge County to offer a free City video and then soliciting business sponsorships.

Motion by Andy Shoemaker, second by Mike Schuett to have the attorney review the contract and recommend it to Council. Motion carried 5-0 (Ken Neumann abstained from voting).

Item #17 Convene into Closed Session Pursuant to Section 19.85 (1) (e) deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session and conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which the City is or is likely to be involved in, pursuant to Wis. Stat. § 19.85(1)(g).

Motion by Ken Neumann, second by Mike Schuett to convene into closed session at 7:11pm. Motion carried 6-0.

- A. Discuss Façade Improvement Program Contracts.
- B. Reconvene into Open Session with Possible Action.

Motion by Ken Neumann, second by Andy Shoemaker to reconvene into open session at 7:40 PM. Motion carried unanimously.

Motion by Mike Schuett, second by Andy Shoemaker to have the City Attorney draft a contract for the downtown façade program. Motion carried 6-0.

Item #18 Adjournment.

Motion by Ken Neumann, second by Andy Shoemaker to adjourn the meeting at 7:41 p.m. Motion carried unanimously.

Sara Decker, City Clerk