

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

Members Absent: Ken Neumann

Others Present: Mike Raasch, Megan & Bob (Rotech), Sara Decker

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

Meeting date was September 27, 2017.

Motion by Andy Shoemaker, second by Ald. Forster to approve the minutes of the September 27, 2017 meeting. Motion carried unanimously.

Item #3 Citizens Comments.

None.

Item #4 Discuss/Approve Façade Improvement Program Application; MCR Enterprise.

Mike Raasch was present. There was discussion on the before and after photos. The project turned out well. His expenses were over \$10,000. He has a CDA sign in the window.

Motion by Mayor Boelk, second by Mike Schuett to approve payment of \$5,000 to MCR Enterprise.

Motion carried 5-0.

Item #5 Discuss CDA Fund balances.

The remaining balance is just under \$4,000. Sweet Ginger Vintage is going to be beginning work. We will get CDA signs back for the 6 months.

Item #6 Discuss with possible action regarding board member fees

The Mayor explained that Lois indicated that they have to receive the fee and it is up to them if they want to donate it back after that as a tax deductible gift.

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

We have not heard back from Brevin Luehring. If he is not here for the next meeting, then we will move on.

Item #8 Discuss with possible action advertising on Facebook and other advertising ideas.

Sara discussed the status of the Facebook advertising. There was discussion on placing in ad in upper Michigan publications. The Council passed the CGI promotional video from last month.

Item #9 Discuss/Approve City of Mayville sign quote.

Megan and Bob from Rotech came in and explained the types of signs they could create. He they could do the metal work. Prices will depend on sizes and how the sign is designed. Andy had the idea to look at the Limestone Museum for sign ideas. Megan & Bob noted that stainless would be the best metal, but it is the most expensive. A powder coating is durable and would last 10-12 years before they'd need to be recoated. There was discussion on having lighting on the signs and where to put the signs.

Item #10 Discuss with possible action City of Mayville App.

Sara discussed an app with a few companies and the website designer. The web designer noted that the website is mobile friendly making an app unnecessary.

Item #11 Discuss with possible action engineering quotes for downtown plan and the downtown revitalization projects.

This item was previously tabled to February.

Item #12 Discuss/Approve process for developing a City of Mayville official seal.

Sara questioned whether the committee wants a logo or a seal. Gave some examples of other city's seal and logo. There is a seal for Mayville, but there is no detail. It was decided to start with a logo design and then

develop a seal off of the logo. They may want to incorporate the logo in the city sign as well. There was discussion on the contest and prize for developing the logo. Sara will develop an application for the next meeting.

Motion by Mike Schuett, second by Leslie Covell-Hershberger to award a prize of \$250 and a key to the City. Motion carried unanimously.

Item #13 Discuss low interest loan program and revolving loan programs.

This item was previously tabled to February.

Item #14 Discuss improvements to the City of Mayville.

It was noted that the downtown is looking very nice. There are a couple of new businesses. There was discussion on possibilities for other buildings. They talked about a master plan and opening the river up to the downtown area.

Item #15 Adjournment.

Motion by Mike Schuett, second by Ald. Forster to adjourn the meeting at 6:53 p.m. Motion carried unanimously.

Next month's meeting will be 11/29/17 due to the Thanksgiving holiday.

Sara Decker, City Clerk