

The meeting was called to order at 6:01 p.m. by Mayor Boelk with the following roll call:

Members Present: Mayor Boelk, Andrew Shoemaker, Leslie Covell-Hershberger, Mike Schuett, Ken Neumann, Brenda Bruyette

Members Absent: Ald. Forster

Others Present: Jennifer Thoreson

Item #2 Pledge of Allegiance.

Item #3 Approve the minutes of the October 25, 2017 meeting.

Motion by Andy Shoemaker, second by Leslie Covell-Hershberger to approve the minutes of the October 25, 2017 meeting. Motion carried unanimously.

Item #4 Citizens Comments.

None.

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

Jennifer noted that she hasn't been able to start the project yet because of scheduling and weather. When she applied in August she had everything lined up. Things got pushed back with the bank and then it got cold. She needs to do the painting first. She is going to put everything on hold and do it in spring. The Mayor noted that a few things will be changing about the program in spring. She said she will reapply in spring. She still wants to do the improvements with or without the grant.

Motion by Mike Schuett, second by Mayor Boelk to have Jennifer Thoreson for Sweet Ginger Vintage reapply in spring. Motion carried unanimously.

Item #6 Discuss CDA Fund balances.

The Mayor explained the façade program to Brenda. They won't be paying Sweet Ginger this year. There is approximately \$7,000 left.

Item # 7 Discuss with possible action, Façade Contract.

The City Attorney drafted the contract. The façade info came from other communities. By having the recipients sign a contract it gives them an obligation to do the work before getting the money. When people don't pay their taxes, the city doesn't lose out, but the county does. They discussed if contractors must be paid in full (item c.) and would they get receipt from the contractors. They want to avoid over charging for the work and contractors getting a kickback. They are approving the grants based on quotes. They were unsure if painting/tuck pointing need to be licensed contractors. If something is suspected, then they could request a second quote. The applicants could do work themselves and pay for expenses.

They want to add having the CDA sign in the contract. They discussed when to pay and decided within 60 days.

Motion by Mayor Boelk, second by Andy Shoemaker to table and make changes to the contract. Motion carried unanimously.

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

The Mayor noted that Council approved the CGI Video. They discussed what CGI was going to do. This may be enough. We'll see how it turns out. It was noted that Campbellsport did a video, but they are unsure who did it.

Motion by Andy Shoemaker, second by Mike Schuett to table the topic until they hear back from CGI. Motion carried unanimously.

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

There have been a lot of impressions on the Facebook advertising. The Mayor explained ideas about reaching upper Michigan. The idea of having a contact form on the website was present. We are still going to try to figure out more about Google analytics.

Item #10 Discuss/Approve process for developing a City of Mayville official seal.

They discussed the logo design application. They want to give a February deadline and March announcement of the winter. The Mayor will get the information for the company where you can get key to the city. We will reach out to schools, website, Facebook, library, Main Street and chamber and the Media. Will have approx. a \$300 to anticipated expense for this.

Motion by Mike Schuett, second by Ken Neumann to approve the application. Motion carried unanimously.

Item #11 Discuss improvements to the City of Mayville.

Andy discussed the green space on Main Street and Horicon Street. He had the idea to have a landscaper donation improvements to that area as advertisement. There are a number of landscapers in the area. It was discussed to approach the City businesses first and then go out of town. This idea will have to go through council. They discussed ideas.

Motion by Mayor Boelk, second by Andy Shoemaker to have Council consider having a local landscape company to see if they are interested for advertising. Motion carried unanimously.

They discussed that the Riverwalk is being done the same time as the highway. Mike had questions about the sidewalks on Horicon Street. It was noted that the Bachhuber Foundation gave the CDA grant money for 2018. There was discussion of Main Street Mayville becoming a Main Street USA official city and the services that are available. There was discussion of Main Street Mayville and the Chamber of Commerce. There was discussion on the band shelter in foster park. The Park Board gave them authorization to come up with a plan and start fund raising. There was discussion of the lot behind the limestone school.

Item #13 Adjourn meeting to go to the Mayville Limestone School Museum at 215 N. Main Street to gather ideas for sign.

Motion by Ken Neumann, second by Mike Schuett to table this until we have a logo. Motion carried unanimously.

Item #14 Reconvene meeting at Mayville Limestone School Museum at 215 N. Main Street and discuss sign ideas.

See item #13.

Item #15 Adjournment.

Motion by Leslie Covell-Hershberger, second by Andy Shoemaker to adjourn the meeting at 6:54 p.m. Motion carried unanimously.

The next meeting will be January 24, 2018 due to Christmas.

Sara Decker, City Clerk