

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

Members Present: Ald. Forster, Andrew Shoemaker, Leslie Covell-Hershberger, Brenda Bruyette, Mike Schuett (6:02)

Members Absent: Mayor Boelk, Ken Neumann

Others Present: Jeremy & Megan Hanni, Trina Justman-Reichert, Sara Decker

Item #2 Pledge of Allegiance.

Item #3 Approve the minutes of the January 24, 2018 meeting.

Motion by Andy Shoemaker, second by Brenda Bruyette to approve the minutes of the January 24, 2018 meeting. Motion carried unanimously.

Item #4 Citizens Comments.

None.

Item #5 Discuss/Approve Residential Incentive Program Application: Jeremy & Megan Hanni.

The Committee reviewed the application and the resolution.

Motion by Leslie Covell-Hershberger, second by Mike Schuett to approve the residential incentive application for Jeremy & Megan Hanni. Motion carried 5-0.

Item #6 Discuss CDA Fund balances.

Sara explained financial report prepared by Lois.

Item #7 Discuss/Recommend winner of City of Mayville logo contest.

The Committee reviewed 60 applicants for the contest.

They thanked everyone for entering.

Motion by Leslie Covell-Hershberger, second by Brenda Bruyette to name Jennifer Sterr as the logo contest winner. Motion carried unanimously.

Item #8 Discuss improvements to the City of Mayville.

Trina Justman-Reichert shared a packet from the WEDC regarding closed school conversions. There was discussion on the redbrick school building. Trina also talked about Main Street Mayville's desire to build a performance space in the green area. MEC is interested in partnering with a project, but not until the future of the redbrick school building is determined. There was also discussion of the space by the Madden building. Main Street Mayville plans to add a seating area with checker board table top and some lights. There was discussion of place making.

Item #9 Discuss with possible action creation of a TID on parcel 251-1216-2523-016.

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

Item #13 Discuss with possible action slum & blight ordinance.

Motion by Andy Shoemaker second by Brenda Bruyette to table the topic. Motion carried unanimously.

Item #11 Discuss with possible action details on green space on the corner of Main and Horicon Streets.

Sara explained what Fond du Lac does with Stewarts. There was discussion on local businesses and what would be desired. They also discussed keeping Main Street weed free.

Motion by Mike Schuett, second by Andy Shoemaker to reach out to Fox Den and Puls Landscaping to see if they are interested. If not we could look outside the City. Motion carried unanimously.

Item #12 Discuss with possible action Facebook advertising.

The Committee discussed boosting ads vs. ads on Facebook. Currently we have an advertisement running. There was discussion on boosting ads that have jobs or big events in the area. We can still put a link in the post and it will show if it was clicked on. There was discussion on the budget.
Motion by Mike Schuett, second by Brenda Bruyette to change the Facebook advertising to boosting ads.
Motion carried unanimously.

Item #13 Adjournment.

Motion by Mike Schuett, second by Andy Shoemaker to adjourn the meeting at 7:19 p.m. Motion carried unanimously.

Sara Decker, City Clerk