

The meeting was called to order at 6:00 p.m. by Mayor Boelk with the following roll call:

Members Present: Ald. Henkel, Andrew Shoemaker, Mike Schuett, Ken Neumann

Members Absent: Brenda Bruyette, Leslie Covell-Hershberger

Others Present: Ald. Frings, Samantha Clark, Wai M Kwan, Sara Decker

Item #2 Pledge of Allegiance.

Item #3 Approve the minutes of the April 25, 2018 meeting.

Motion by Ken Neumann, second by Mike Schuett to approve the minutes of the April 25, 2018 meeting.

Motion carried unanimously.

Item #4 Discuss/Approve Façade Improvement Program Application; New China.

Ming from New China explained that he wants to make his place look better with new siding. He wants to use a natural Ivory color, but leave the green trim and red awning. He will be getting a new sign that is wood/metal and be nailed on, not painted like the current sign. He will be keeping the existing windows and using steel siding on the front street side. He had an estimate of \$10,372 for the front and \$2,000 for the back as they'll give him a discount. He wants to start the project as soon as possible.

Motion by Mayor Boelk, second by Mike Schuett to approve the \$10,372 quote for up to \$5,000 reimbursement, with him coming back to show the committee the sign. Motion carried 5-0.

Ming got a contract to review and return.

Item #5 Discuss/Approve Façade Improvement Program Application; Knitty Gritty Shop.

Samantha Clark from the Knitty Gritty Shop explained what she'd like to do to improve their façade. She wants to get a navy blue awning with Knitty Gritty Shop on the front. It will make the building more attractive and provide shade for their product. Broc owns the building. There is no awning now. They are also going to have vinyl work on the windows. Hometown is doing the awning for \$2,300. They are hoping to have it done by the end of the month. Samantha provided estimate from Hometown Glass. She doesn't have an estimate from All Promotions.

Motion by Mike Schuett, second by Mayor Boelk to approve the grant for ½ of the \$2,320 which is \$1,160.

Motion carries 5-0.

Samantha got a contract to review and return.

Item #6 Citizens Comments.

None.

Item #7 Discuss CDA Fund balances.

New Comptroller-Treasurer will work a report. We just need a basic spreadsheet.

Item #8 Discuss improvements to the City of Mayville.

There was discussion on completed façade projects. Sara will look into when their 6 months are up to take down the grant signs. They discussed the road construction and the idea of running radio ads during construction to alert people business is still open. The CDA doesn't have money to do this; it would need to be approved by council. They aren't looking for a lot of money.

Motion by Ken Neumann, second by Ald. Henkel to recommend to council doing radio ads during construction. Motion carried 5-0.

Item #9 Discuss with possible action details on green space on the corner of Main and Horicon Streets.

Bennett's Landscaping is interested and may do something at the TAG Center too. No one had new information from Puls or Vossekul. Travis is interested in the upkeep, but the design is not his business. They would like work done after the construction. They will talk to Puls & Bennett and see if they'd like to provide drawings. After they have a plan they can give it to Parks and then to Council.

Item #10 Discuss with possible action revolving loan fund.

They Mayor came up with a program combining 3 different communities' current revolving loan programs. There was discussion on the program. It must be a commercial property. They will need to determine loan amount, \$5,000-\$40,000. The business can determine how comfortable they are paying it back. They want to get 2 banks involved as well as the Bachhuber Foundation. There was discussion on the form and revisions. They discussed working capital and refinancing-land contracts. They are shooting for a 2% interest rate. Someone from the County will come to next month's meeting to discuss. They discussed time frames on when a business can reapply. They are adding a 3 year resting period to the minimum requirements. They discussed the application fee. \$350 would cover the application process, the administrator and the background check.

Item #11 Discuss with possible action advertisement on the City of Mayville website.

Sara has a meeting with the web designer to discuss the advertisements.

Item #12 Discuss with possible action Facebook advertising.

There was discussion on what topics to post and how much to spend on the post. They talked about the post that is currently boosted.

Item #13 Discuss with possible action advertisement with Spectrum Reach.

Ken will have Lisa come next month to discuss the options that Spectrum Reach can do as far as digital marketing, televisions and campaigns. We will put them on the agenda at next meeting.

Item #14 Discuss with possible action fee for façade program.

There was discussion of having a \$100 application fee for the façade program. Motion by Mike Schuett, second by Ken Neumann to require a \$100 non-refundable application fee to be submitted before an application will be considered with the application fees going back to the CDA. Motion carried unanimously.

Item #15 Approve/Adopt transfer of \$180,000 from TIF #3 to CDA Revolving Loan Program.

The Mayor explained that the CDA is responsible for all of the TIFs in town. Some are set up differently. TIF #3, the CDA has jurisdiction of the money. TIF #5 doesn't have it set up that way. The Mayor spoke to Phil with Ehlers who said TIF 3 was set up August 1997 and the TIF will close next year. They can't do any more incentives and can't transfer any more money. They could charge an administration cost which was never recouped by the TIF from 1997-2012. The admin fee of \$12,860/year over 14 years would be \$180,000. The Mayor would like to put \$150,000 to revolving loan fund and \$30,000 for whatever else they have coming up. Starting 10/19/2012 they charged the TIF for Don's services for development. When they close out the TIF the money gets divided among Mayville, Dodge County, Mayville School and Moraine Park.

Motion by Mayor Boelk, second by Andy Shoemaker to approve allocation of \$180,000, which is \$12,860 over 14 years for recouping administration costs that were not recovered for administration of TIF #3 to be put in the CDA fund. Motion 5-0.

Item #16 Adjournment.

Motion by Mike Schuett, second by Andy Shoemaker to adjourn the meeting at 7:22 p.m. Motion carried unanimously.

Sara Decker, City Clerk