

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

Members Present: Ald. Henkel, Andrew Shoemaker, Ken Neumann, Jessica Dunham

Members Absent: Brenda Bruyette, Mike Schuett

Others Present: Wai M Kwan, Sara Decker

Item #2 Pledge of Allegiance.

Item #3 Approve the minutes of the August 22, 2018 meeting.

Motion by Ald. Henkel, second by Andy Shoemaker to approve the minutes of the August 22, 2018 meeting. Motion carried unanimously.

Item #4 Citizens Comments.

None.

Item #5 Discuss/Approve Façade Improvement Program Application; New China.

Ming was present. The grant was approved for \$5,000. The total cost for the siding was over \$11,000. They discussed some of the items on the building that are still red. He'd like to keep those red to match with the sign. We gave him a CDA sign to put in the window for 6 months. We have before/after pictures on file.

Motion by Mayor Boelk, second by Ald. Henkel to approve the \$5,000 payment to Ming at New China. Motion carried unanimously.

Item #6 Discuss with possible action revolving loan fund.

The Attorney reviewed the program and had some changes. Today he sent an email with additional changes. There was discussion of the changes made by the attorney. There was agreement with the changes and the formatting. Sara will check with the attorney about the business being in good standing with the City of Mayville.

Motion by Mayor Boelk, second by Andy Shoemaker to recommend the description and procedure manual to council with the changes along with \$150,000 to fund the program. Motion carried. 5-0.

Item #7 Discuss CDA Fund balances.

Greg simplified the financial report. Discussion on the report.

Item #8 Discuss with possible action details on green space on the corner of Main and Horicon Streets.

They discussed item #8 and #11 together. The cost of engraving is \$2500 if the stone is cut. There is an extra cost to engrave if it is not a cut stone. Mayville Limestone doesn't cut the stone. They looked at a picture of North Fond du Lac.

Motion by Andy Shoemaker, second by Mayor Boelk to approve the concept of the green space and send it to Council for approval. Motion carried unanimously.

Item #9 Discuss with possible action advertisement on the City of Mayville website.

There was discussion that maybe if the price was lower more businesses would be interested. We will do a mailer with the tax bills. The current businesses could then be invoiced for the next year. Many businesses haven't even taken advantage of the free business directory.

Motion by Mayor Boelk, second by Ald. Henkel to drop the price from \$600/month to \$450/month. Motion carried 4-1 (Ken Neumann voted no)

Item #10 Discuss with possible action advertisement on Facebook.

There was discussion of the boosts of the city videos on Facebook. There has been good response. There was discussion on how this is attracting people to Mayville.

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

Already discussed with item #8

Item #12 Discuss improvements to the City of Mayville.

There was discussion that they'd like to see a better music in the park event with a farmers market similar to Horicon. Also the fountain by the legion needs some improvement.

There was discussion of a possible TID downtown with Kwik Trip, the Audubon Inn. It was noted that a school just sold in Horicon.

Item #13 Adjournment.

Motion by Ken Neumann, second by Ald. Henkel to adjourn the meeting at 6:56 p.m. Motion carried unanimously.

Sara Decker, City Clerk