

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

Members Present: Mayor Boelk, Ald. Henkel, Jessica Dunham, Amy Hartwig, Brenda Bruyette

Members Absent: Ken Neumann, Mike Schuett

Others Present: Mary Danner, Amy Brandt, John Gable, Joe Hohmann, Gene Frings, Jeff Andes, Ron Andes, Sara Decker

Item #2 Pledge of Allegiance.

Item #3 Citizens Comments.

Joe Hohmann, 271 S Main St. He noted he is concerned about the agenda item regarding anti-storage ordinances. He believes it should have gone to a committee then council. He noted business today has changed. He explained his business. There is a high failure rate for small businesses. In order to expand the market, they are shipping items. It is hard to sustain business in a small town. He doesn't feel that businesses should be harassed and should be welcomed. He has heard rumors that the committee doesn't like businesses that don't hold store hours. He noted that by appointment only stores allow the business owner to hold a regular job. He stated that the CDA has the nickname of Cuban Development Authority. He believes the CDA should be working with the TIF. He is all for the façade program to help downtown. He believes storage should be welcomed and the hard work of the owners should be noted. The small business profit is unpredictable. We should be helping them, not hindering them.

Amy Brandt, 10 S Main St—Main Street Mayville. She thanked the CDA and Council for the conversations regarding the façade and revolving loan programs. The building improvements help the owners and downtown Mayville. She noted the recent businesses Main Street Mayville has worked with to improve their businesses. She is also helping to beautify the green space on Main and Horicon Street. She appreciates the discussion on anti-storage ordinance. There are specifically 2 businesses that book end the Main Street office. One has visible junk in the windows. They are not trying to make things difficult for businesses. They just want to keep a healthy and vibrant downtown. They want to keep people shopping and investing money downtown. It is uncertain what the business landscape will look like in the future, but to keep people living, shopping, eating we need to have 1st level store fronts active. She noted that Main Street Mayville wants to participate with the city festivals. They don't want fundraising fatigue. She noted the upcoming 175th anniversary. The Make it Mayville community guide will be coming soon.

John Gable, 721 Forest Dr. He owns the Gable Properties building at 125 South Main Street. Napa moved on May 1st and they were left with an empty building. They were having an issue getting insurance for the building. They didn't want it to sit empty. They originally wanted a 5-year lease or a sale. The occupant that approached them wasn't ready to do that. She has an ongoing business and is renting the building under the understanding that it is for sale or long-term lease. If the business does well, she may want to stay. She had difficulty finding rental property in Mayville. Starting any business takes a lot of work. He explained that one of the occupants of the red brick building is now moving upstairs for furniture restoration. John explained the painting project of the building. They are requesting the façade grant tonight.

Jeff Andes, 110 N. Main- Freds Beds and More. He heard rumors that the city was discussing limiting storage and businesses with limited hours. He discussed the history of his business and the building. They decided to sell mattresses by appointment only as a service to the community so that he could still maintain his other businesses. He discussed that he has been involved in the city for 20 years. He noted that the speed limit downtown is too fast. When you walk downtown, there are a lot of stores you didn't know wehr there. He noted the expense of keeping the building up. He discussed blighted properties and the buildings with the windows covered.

Item #4 Approve the minutes of the June 26, 2019 meeting.

Motion by Ald. Henkel, second by Brenda Bruyette to approve the minutes of the June 26, 2019 meeting. Motion carried unanimously.

Item #5 Discuss CDA Fund balances.

Nothing has changed since last month.

Item #6 Discuss/Approve Façade Improvement Program Application; Gable Properties.

The application was discussed and the committee looked at the pictures. The total for tuck pointing and painting will be over \$16,000. He is requesting \$5,000. Jess discussed a possible mural on the side of the building. John noted that they would need a large smooth wall that doesn't have windows. The paint colors were discussed. They worked with Main Street Mayville and the designer recommended a cream brick on the outside with accent colors of violet and black berry. There was discussion of a black cherry awning. The door will remain brown metal.

Motion by Mayor Boelk, second by Ald. Henkel to approve the \$5,000 grant with the 2 colors chosen. Motion carried 5-0.

Item #7 Discuss with possible action green space on the corner of Horicon and Main Street.

The committee looked at pictures of a sign. The Mayor has a meeting to discuss the options and how the plan works. It depends on the advertising, but there is a portion the city gets and city events are free.

Motion by Mayor Boelk, second by Ald. Henkel to table until next month. Motion carried unanimously.

Item #8 Discuss with possible action anti-storage ordinances.

Ald. Henkel noted that she has been on this committee for 2 years and many of the things noted in citizens comments are rumors. They are doing what they can to make Main Street look nice. Areas where there is ripped paper in the windows or boxes stacked up looks horrible and affects other people and businesses. They want store fronts to look nice no matter what is behind them. The purpose of this committee is not to tear down businesses. It was also noted that business hours have never been mentioned and they are in favor of the by appointment stores. The Mayor noted that he and Amy disagree in that he doesn't think it's governments place to tell anyone how to have their property. They can do what they want. He noted that the former Mayor discussed a vacancy fee ordinance. He doesn't agree with that. There are laws on the book that a store front can't be 100% cover. They received complaints and they were enforced. The Mayor noted that he understands the point of wanting store fronts to look attractive, but it is uncertain what the future may bring for Main Streets. Amy noted that there are specific buildings they have been looking into that fall under blighted properties. She was asked to find examples of anti-storage ordinance. There are maintenance ordinances that she has discussed with the building inspector, but they aren't being addressed. There was discussion on the covered windows and it was noted that there are different standards for buildings under construction and not.

No action on the subject.

Item #9 Discuss with possible action creation of a City Festival's Committee.

It was noted that there are too many different committees. This would have all volunteers working under one committee to plan the major city festivals.

Motion by Ald. Henkel, second by Jessica Dunham to recommend supporting the creation of a festival's committee. Motion carried unanimously.

Item #10 Discuss with possible action, website advertising fees.

There was discussion on what is current and what should be done differently. Are there other tactics to try to reach businesses? It had been \$600 and went down to \$450. It was noted by some businesses that they can do other more effective advertising for \$450. Jess brought up the idea of using social media influencers. Geo fencing was discussed along with social media. We can reach out to the current businesses.

Motion by Mayor Boelk, second by Ald. Henkel to table the topic. Motion carried unanimously.

Item #11 Discuss improvements to the City of Mayville.

The Mayor noted that red lights will be installed on the footbridge and are already on the dam.

Item #12 Adjournment.

Motion by Ald. Henkel, second by Brenda Bruyette to adjourn the meeting at 7:01 p.m. Motion carried unanimously.

Sara Decker, City Clerk