

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

Members Present: Mayor Boelk, Jessica Dunham, Amy Hartwig, Brenda Bruyette, Ken Neumann, Mike Schuett

Members Absent: Ald. Henkel

Others Present: Brad & Tina Marx, Jessica Youso, Mill Muche, Bob Jewell, Sara Decker

Item #2 Pledge of Allegiance.

Item #3 Citizens Comments.

None.

Item #4 Approve the minutes of the July 24, 2019 meeting.

Motion by Mike Schuett, second by Brenda Bruyette to approve the minutes of the July 24, 2019 meeting.

Motion carried unanimously.

Item #5 Discuss CDA Fund balances.

Gable properties was approved last month for \$5,000 and added to the spreadsheet.

Item #6 Discuss/Approve Façade Improvement Program Application; State Farm Insurance.

Brad explained the renovations to the building. They are working on painting, roofing, signage on the outside. The inside was a complete remodel. They are spending approximately \$93,000.

Motion by Mayor Boelk, second by Mike Schuett to approve the \$5,000 grant. Motion carried 6-0.

Item #7 Discuss/Approve Façade Improvement Program Application; Old Fashioned Foods.

Jessica Youso explained the renovations at Old Fashioned Foods. Before they can do anything, the first step is to fix the doc area. The area needs to be rebricked and painted. They are going to clean it, tuck point and paint. They also plan on getting a new sign. They had a plan for the long-term picture. The total amount for the first step is \$10,754.40, so she is asking for the \$5,000 grant. They are hoping to get that portion done before winter.

The committee discussed the funding.

Motion by Mike Schuett, second by Brenda Bruyette to move \$589 from the unallocated funds to the façade funds. Motion carried 6-0.

Motion by Mike Schuett, second by Amy Hartwig to approve the \$5,000 grant. Motion carried 6-0.

Item #8 Discuss/Approve Residential Incentive Program Applications: William Muche.

Bill Muche explained his spec homes he built in the subdivision across from the high school. He built high end houses with expensive finishes. They are currently listed for \$425,000. He compared them to some other homes in the area. He may have to take a loss on the homes. There is no occupancy yet, but wants to get help from the city. The residential incentive gives 1% of the assessed value. They will need the assessed value to get the incentive. There was discussion on the occupancy. If he gets the occupancy in December, they will be assessed the next year, which he'd then get the incentive the following year. He will come back after the assessment is in.

Item #9 Discuss with possible action electronic sign advertisement presentation.

Bob Jewel discussed his sign opportunities. He currently has one electronic sign in Hartford. Generally he'd get a 20 year lease with the city. He gets businesses to buy advertisement on the sign and a portion of the advertisement is donated to charities/special events. There was discussion on location and state approvals as well as operations of the sign.

Motion by Mayor Boelk, second by Mike Schuett to approve the concept of the sign, but nothing more beyond that yet. Motion carried 5-1 (Ken Neumann voted no).

Item #10 Discuss with possible action green space on the corner of Horicon and Main Street.

Ken had some other ideas for the space. The original rock is going to be too small. They need something big. Ken said that MSB has a digital sign already. He thinks there should be something that draws people to downtown like a gazebo or small band shell, not an electronic sign. He had a few pictures as examples. It was discussed that there should be something that would be a photo-op, such as a sculpture or a large sign. After discussion the idea of Mayville in big 6-foot letters was discussed. Some ideas of signs were looked at online. Sara will reach out to Rotech.

Motion by Mayor Boelk, second by Mike Schuett to table the topic to get some quotes/ideas. Motion carried unanimously.

Item #11 Discuss with possible action, website advertising fees.

There are 3 businesses that currently are sponsored businesses. They haven't been invoiced for 2019/2020 yet. Send an invoice. There was discussion on how to get something to all businesses. There was info sent in the tax bill last year. A different price structure was discussed. It was discussed to send an email first and then more discussion can come on a mailing. It was also discussed to add it to the city website.

Motion by Mayor Boelk, second by Mike Schuett to table the topic. Motion carried unanimously.

Item #12 Discuss improvements to the City of Mayville.

It was questioned why the walking bridge isn't getting painted. The Mayor noted that they are putting new boards on first and then will paint it in spring. There was discussion of lights on the bridge.

There was discussion of businesses with paper on the windows.

Item #13 Adjournment.

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

Sara Decker, City Clerk