

The meeting was called to order at 6:00 PM by Alderperson Kim Olson with the following roll call:

Attendee Name	Title	Status	Arrived
Kim Olson	Alderperson	Present	
Bob Smith	Alderperson	Present	
Jessica Dunham		Absent	
Jason Binstock		Present	
Nicolas Lodahl		Present	
Michael Hansen		Present	
Lisa Neumann		Present	

Others present: Janine & Jeff Andes, Dawn Gindt, Melissa Hunt, Lisa Zimmer, Sara Decker

PLEDGE OF ALLEGIANCE

CITIZENS COMMENTS

None.

APPOINTMENT OF CHAIRPERSON

Ald. Smith nominated Lisa Neumann. She is not interested because she just started.

Ald. Smith nominated Nick Lodahl, second by Ald. Olson. No other nominations.

Motion

Appointing Nick as chairperson.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Bob Smith, Alderperson
SECONDER:	Kim Olson, Alderperson
AYES:	Olson, Smith, Binstock, Lodahl, Hansen, Neumann
ABSENT:	Dunham

CONSENT AGENDA

Approve the Minutes of the May 25, 2022 Meeting

RESULT:	APPROVED [5 TO 0]
MOVER:	Kim Olson, Alderperson
SECONDER:	Jason Binstock
AYES:	Olson, Binstock, Lodahl, Hansen, Neumann
ABSTAIN:	Smith
ABSENT:	Dunham

DISCUSS CDA FUND BALANCES

Reviewed report from Comptroller/Treasurer.

OTHER ITEMS OF DISCUSSION/POSSIBLE ACTION

Discuss/Approve Façade Improvement Grant; Fred's Beds and More

Jeff & Janine Andes present. Explained the work they did on the Fred's Beds building. They provided invoices above and beyond what was paid for with WEDC and matching grant funds. Generally they get approved by the city first, but due to the timelines with the state, they didn't have time.

Motion to approve \$5,000 facade grant based on the application.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lisa Neumann
SECONDER:	Jason Binstock
AYES:	Olson, Smith, Binstock, Lodahl, Hansen, Neumann
ABSENT:	Dunham

Discuss with Possible Action Goals/Recommendation on Vierbicher Housing and Economic Adjustment Strategy

Melissa gave an update. She wants to get together to meet with the committee as there are new members and determine the focus. She discussed some of the projects they had worked on. They will regroup in October.

Update on Spectrum Reach Advertising Plan

Sara explained the sponsored businesses. Lisa went through the stats on how the commercials have been doing. They discussed ways to monitor the effectiveness of the ads through a coupon, etc. It was noted that the downtown feels busier than normal. The speed limit downtown was discussed.

ADJOURNMENT

Motion

Adjourn at 6:50 p.m.

RESULT:	APPROVED [UNANIMOUS]
AYES:	Olson, Smith, Binstock, Lodahl, Hansen, Neumann
ABSENT:	Dunham

Sara Decker, City Clerk