

The meeting was called to order at 6:05p.m. by Mayor Boelk with the following roll call:

Members Present: Ald. Henkel, Andrew Shoemaker, Ken Neumann (6:16), Brenda Bruyette (6:14)

Members Absent: Mike Schuett , Leslie Covell-Hershberger

Others Present: Lisa Neumann, Vicki Pratt, Sara Decker

**Item #6 Presentation from Glacier Heritage Development Partnership**

Presentation started at 6:05 by Vicki Pratt. Moved item first as there was not a quorum yet. See packet for presentation information.

**Item #2 Pledge of Allegiance.**

**Item #3 Approve the minutes of the May 23, 2018 meeting.**

Motion by Andy Shoemaker, second by Molly Henkel to approve the minutes of the May 23, 2018 meeting. Motion carried unanimously.

**Item #4 Citizens Comments.**

Travis Puls discussed the green space on the corner of Main & Horicon Street. He needs to see some maps with easements to know what he can do. He discussed some ideas. He said the upfront cost to plant is the concern, the upkeep isn't an issue.

**Item #5 Discuss with possible action advertisement with Spectrum Reach.**

Lisa Neumann from Spectrum presented different advertisement options available. She discussed digital marketing and targeting different demographics. Lisa provided handouts. She discussed geofencing.

**Item #7 Discuss with possible action revolving loan fund.**

The Mayor has had feedback on the program and getting money from TIF. It was noted that some feel the money should go back to the tax payers and not to other programs. There was discussion on giving businesses money that do not pay taxes. There was discussion on start-up companies and gap financing. The Mayor intends on talking with local banks and the Bachhuber foundation.

Motion by Andy Shoemaker, second by Ald. Henkel to table the topic. Motion carried unanimously.

**Item #8 Discuss CDA Fund balances.**

The committee reviewed the report from the Treasurer and discussed advertising revenues.

**Item #9 Discuss with possible action facade grant time frame commitment on contract.**

There was discussion on how long business must keep the improvements in place. There was discussion if a business is no longer active-sells/out of business/changes ownership. It was discussed to put in the improvements must remain for 3 years, but talk to the attorney.

Motion by Mayor Boelk, second by Brenda Bruyette to put it in the contract that improvements must remain for 3 years from check issue date and discuss with the attorney. Motion carried unanimously.

**Item #10 Discuss improvements to the City of Mayville.**

None.

**Item #11 Discuss with possible action details on green space on the corner of Main and Horicon Streets.**

It was noted that you can see what the lot is going to look like after construction. There will be junction boxes. Bennetts may also be interested.

**Item #12 Discuss with possible action advertisement on the City of Mayville website.**

It was discussed to keep current businesses on the website and discuss changes in August.

**Item #13 Discuss with possible action Facebook advertising.**

Sara explained what has been done so far.

**Item #14 Discuss with possible action City of Mayville signs.**

They need to get clarification as to what can be done with the CDA money. There was discussion of who does stone signs. The Mayor will contact Buechel Stone for a price.

Motion by Andy Shoemaker, second by Ken Neumann to table. Motion carried unanimously.

**Item #15 Adjournment.**

Motion by Ald. Henkel, second by Brenda Bruyette to adjourn the meeting at 7:56 p.m. Motion carried unanimously.

Sara Decker, City Clerk