

**CITY OF OCONTO FALLS
MAIN STREET COMMITTEE MEETING
Council Chambers – Municipal Building
500 N. Chestnut Avenue
Oconto Falls, WI 54154**

**WEDNESDAY, MARCH 15, 2023 – 10:00 AM
MINUTES**

City Administrator Peter Wills called the meeting to order at 10:00 am.

Roll Call

Present: Chairman Barb Salscheider – Salscheider’s Antique Bar
Stephanie Holman – Senn Hometown Insurance
Peter Wills – City Administrator
Ashley Bahrke – City Alderman
Jayme Sellen – OCEDC
Melanie Rice – The Flower Shoppe

Absent: Peter Bruesch – Coachlight Inn

Also Present: Mayor Brad Rice, and Deputy Clerk Jenny Friedman, Building Inspector Jane Meissner, Fire Chief Tim Magnin, Street Superintendent Alan Winkler

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:

2. Approval of Main Street Committee Minutes- 1.18.2023

Motion: Bahrke/Holman

Motion to approve with amendments recommended Main Street Committee Minutes- 1.18.2023

Voice Vote: All present voting aye - **MOTION CARRIED**

3. Building Inspector/Fire Chief
Fire Chief Tim Magnin and Jane Meissner Building Inspector have been doing routine inspections on Main Street. This has been going well and they have been able to get into most of the buildings with property owners cooperation. There have been some properties that are harder to get into due to scheduling and owners. These properties Chief Magnin and Building Inspector Meissner are expecting to get into very soon.

No Action Taken

4. City Administrator
 - a. Example Downtown Revitalization Presentation
 - i. West Bend & Mosinee

ii. Downtown Manitowoc Master Plan
City Administrator Wills brought fourth examples from other surrounding cities of their Main Streets and River Walks that might work well for the Oconto Falls Main Street. There were examples of

- Murals
- Covered Alleys
- Kayak Launches
- River walks

No Action Taken

B. Downtown Snow Sidewalks, Lots & Corner Piles

There have been issues with piles of snow in areas there shouldn't be from contractors. Administrator Wills and Street Superintendent Winkler plan on meeting with the contractors to find a solution that works with everyone in how to deal with the amount of snow and the safest solution for where to go with it and who should be removing it from downtown.

No Action Taken

OLD BUSSINESS

5. A. Downtown Building Design & Sign Guidelines-

i. HNTB Consultants Plan for City of Oconto Falls

ii. Example Downtown Design Guidelines

ii. Downtown Design Review Area (District)

iii. Example Sign Ordinance

Administrator Wills brought fourth examples of façades, signs and design that might go with the vision of Main Street. The committee discussed having guidelines on how the façades, signs and design review would look for business owners looking to improve their businesses on Main Street.

No Action Taken

B. Three to four recommendations of key Main Street Goals for Downtown Redevelopment.

i. Establish Downtown Historic Preservation District

ii. Establish Revolving Loan Fund-Funded by Payments to Closed RLF

iii. Downtown Façade Program funded from TID District

iv. Downtown Upper & Rear Residential

The city did have a Community Development Block Grant Revolving Loan fund. This was closed about two or three years ago per state requirement and funds were paid back. An option is that as these funds come back into the city they could be used towards a revolving loan fund. This is something that would have guidelines so that it

is utilized by the appropriate candidates. The Main Street also could look into the option to create a TIF district or designating a Historical Preservation District.

No Action Taken

- C. Determine Project for Downtown Enhancement Project supported by Green Bay Community Foundation Grant
City Administrator Wills talked with the Green Bay Community Foundation and they were interested in a proposal for down town. Their proposal would be dealing with art; destination spots in town open to everyone with no charge, third space areas, and in gauged the overall public. The deadline for this grant is in July.

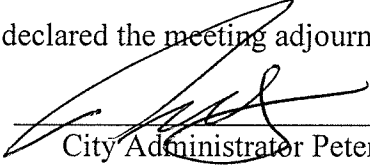
No Action Taken

- D. Next meeting 3rd Wednesday of the Month -**April 25, 2023 5:00pm Council Chambers**

After the meeting in April the committee will hold an open house for the community on Tuesday, April, 25, 2023 at 6:00pm.

- E. Adjournment

Having no further business, City Administrator Wills declared the meeting adjourned at 11:51 am.



City Administrator Peter Wills