

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

**WEDNESDAY, MAY 17, 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

**Absent:** Peter Bruesch – Coachlight Inn, Melanie Rice – The Flower Shoppe

**Also Present:** Mayor Brad Rice, and Deputy Clerk Jenny Friedman, Building Inspector Jane Meissner, Fire Chief Tim Magnin, Warren Bloom, Max Mayer

**DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:**

2. Approval of Main Street Committee Minutes- 04-25-2023, Main Street Committee Open House 04-25-2023

**Motion: Bahrke/Holman**

*Motion to approve Main Street Committee Minutes-04-25-2023, Main Street Committee Open House 04-25-2023*

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

3. Building Inspector/Fire Chief  
Fire Chief Tim Magnin and Building Inspector Jane Meissner 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 will be sending ten day letter out to property owners to be able to check the property.

**No Action Taken**

4. City Administrator  
Snow removal bills will be sent out to land owners from this last winter. The street department will be working with the contractors to find a way for the snow to be removed

on the trouble areas on Main Street.

5. Old Business

A. Main Street Goals for Downtown Redevelopment-for approval

i. Establish Downtown Historic Preservation District

Administrator Wills explained that establishing a Historical Preservation District means any parcel of land whose historic significance is due to a substantial value in tracing the history of aboriginal people, or upon which an historic event has occurred, and which has been designated as an historic site under this section, or an improvement parcel, or part thereof, on which is situated an historic structure and any abutting improvement parcel, or part thereof, used as and constituting part of the premises on which the historic structure is situated. This would pertain to the exterior designs of the building only. Administrator sought input from Committee members on any changes, and sought approval. There is a concern that if an established Downtown Historic Preservation District that it might discourage people from buying property and fixing them up due to the cost it would take to bring the existing buildings up to that status.

**AMENDED MOTION: Salscheider/Holman**

*Motion to take no action on AI and review and bring back for further discussion.*

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

ii. Downtown Design Review Area (District)

Administrator Wills presented the Downtown Design Review proposal Guidelines as well as sample application for approval to be managed by Main Street Committee with appeal process to Planning Commission and Council. Historic structure means any improvement which has a special character or special historic interest or value as part of the development, heritage or cultural characteristics of the City, State or Nation and which has been designated as an historic structure pursuant to the provisions of this chapter. Improvement means any building, structure, place, work of art or other object constituting a physical betterment of real property, or any part of such betterment. Improvement parcel is the unit of property which includes a physical betterment constituting an improvement and the land embracing the site thereof, and is treated as a single entity for the purpose of levying real estate taxes. Administrator sought input from Committee and approval from Committee members.

**MOTION: Holman/Bahrke**

*Motion to approve Downtown Design Review Area (District) with the removal of Parcels one, two, three, forty-two, forty-three, forty-five and recommend to council.*

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

iii. Downtown Building Design & Sign Guidelines

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 and how they are zoned commercial. The Administrator sought input from Committee members on any changes, will bring back to next meeting for approval.

**NO ACTION TAKEN**

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

The City of Oconto Falls Revolving Loan Fund (RLF) funds are to encourage business redevelopment and attraction in the city's Downtown. Currently the city has about \$33,000. These funds could be used to loan to a business in the Downtown. The business, in return for use of the public funds, provides private investment in building improvement. When a business repays City of Oconto Falls the loan (principal and interest payments), these funds are used to capitalize a local revolving loan fund (RLF). With the RLF, the City makes additional loans to businesses wishing to expand or locate in the City's Downtown. This manual contains the policies and procedures for the City of Oconto Falls Revolving Loan Fund (RLF) and governs the use of revolving loan fund. The City of Oconto Falls could work with OECD in regards to establishing the Revolving Loan Fund (RLF) and how it would be ran with guidelines, applications. Administrator sought input from Committee members on any changes, will bring back to Next meeting.

**NO ACTION TAKEN**

v. C-1 Downtown Ordinance Amendment to permit Downtown Upper & Rear Residential

Administrator Will review the proposed Amendment to C-1 Downtown Ordinance that would permit Upper Residential and Rear Residential in the C-1 District. Administrator sought input from Committee members on any changes, will bring to Ordinance Committee.

**NO ACTION TAKEN**

6. New Business

A. Committee Membership Discussion

The Committee was formed with local business on Main Street, representative from the Chamber by the previous Director of Oconto County Economic Development. Suggestion of having someone from the Planning Committee join the Main Street Committee would be beneficial for both Committees. There was a citizen's request that landlords be on the Main Street Committee. Max Mayer spoke to the Committee in regards to landlords being represented on the committee and keeping them informed. It is up to the committee to decide how the committee is made up. The agendas are posted on City Website, Library and City Hall. There is a new form now listed on the city website as well for volunteers. This form is needed to be filled out if

someone would like to join a committee and turned in then it is given to the committee for discussion.


**MOTION:Bahrke/Sellen**

*Motion to directly ask the Chamber Director and ask again someone from Planning Committee to be on the Main Street Committee.*

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

7. Next meeting 3rd Wednesday of the Month -June 21, 2023 10:00am Council Chambers  
Committee members discussed a change of meeting date and time so the Committee could present anything needed to the Common Council. This meeting would be on June 1<sup>st</sup> at 8am.

8. Adjournment



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City Administrator Peter Wills