

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

**THURSDAY JUNE 1, 2023 – 8:00 AM
MINUTES**

City Administrator Peter Wills called the meeting to order at 8:00 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
Peter Bruesch- Coachlight Inn
Melanie Rice – The Flower Shoppe

Also Present: Mayor Brad Rice, and Deputy Clerk Jenny Friedman

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:

2. Approval of Main Street Committee Minutes- 05-17-2023

Motion: Bahrke/Holman

Motion to approve Main Street Committee Minutes-05-17-2023 as amended.

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

3. Main Street Goals for Downtown Redevelopment-for approval
 - i. Revised 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. The City Administrator Wills expressed the importance of trying to maintain and save the original buildings on Main Street. The Main Street Committee proceeded to go over the Downtown Oconto Falls Design & Sign Guidelines and made the following changes;

- Dialog that was felt unnecessary was removed to make it easier to read and maneuver through the guidelines.
- Bold font to be placed to emphasize key points.
- The boundaries of the Downtown Redevelopment were to be reviewed and to be amended to capture more of the Downtown area.
- An index guide is to be made with the key points from the building design for citizens as a quick reference.

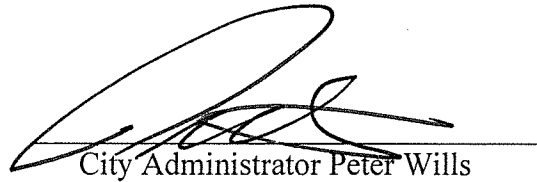
- Sign and window section was reviewed and adjusted to better suit the façade and designs of Main Street.

AMENDED MOTION: Holman/Bahrke

Motion to proceed to approve the Downtown Building Design & Sign Guidelines as amended and recommend to Planning Commission for review.

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

4. New Business
5. Next meeting 3rd Wednesday of the Month –July 19, 2023 10:00am Council Chambers
The Main Street Committee suggested having the next meeting on July 19, 2023 at 8:00am
6. Adjournment



City Administrator Peter Wills