

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

**WEDNESDAY, JULY 19, 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
Peter Wills – City Administrator
Ashley Bahrke – City Alderman
Jayme Sellen – OCEDC
Melanie Rice – The Flower Shoppe

Absent: Peter Bruesch – Coachlight Inn, Stephanie Holman – Senn Hometown Insurance

Also Present: Mayor Brad Rice, Building Inspector Jane Meissner, Fire Chief Tim Magnin, Brandon Behrendt

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:

- 2. Approval of Main Street Committee Minutes- 06-01-2023

Motion: Bahrke/ Salscheider

Motion to approve Main Street Committee Minutes-06-01-2023

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

- 3. Old Business

- A. Main Street Goals for Downtown Redevelopment

- i. Downtown Building Design & Sign Guidelines Ordinance approved

The Downtown Building Design & Sign Guidelines Ordinance was approved at the Ordinance Committee and then went to Public Hearing and passed at Common Council.

Motion: Bahrke/ Salscheider

Motion to update the Main Street Planning project area to go up to South of Central to Maple Street.

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

B. Downtown Snow Removal Review

The City Administrator brought forth snow plowing and removal issues that were a problem last winter. That would need to be resolved before this coming winter.

- Contractors having no place to go with snow and wanting City to haul snow away.
- Snow piles in zero lot lines and other inappropriate spots.

A suggestion of how to handle this is the city possibly be able to do the plowing and removal of snow for the businesses instead of the contractors on the Main Street side. The City of Oconto Falls would like to have a proposal for the people for Main Street.

Motion: Rice / Salscheider

Motion to have the City of Oconto Falls create a proposal for snow cost removal for the business from Cherry to Caldwell.

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

C. Downtown Tax Increment District (TID)

- i. MSA Professional Services proposal for development of new Tax Increment District (TID)

Ben Andrews Community Development Specialist went over the process of how a Downtown Tax Increment District (TID) and TIF Tax Increment Finance works. Tax Increment Finance (TIF) is the finance tool available to municipalities. The tool is used to attract new development and increase tax increment. When a municipality creates a TID, the municipality and other taxing jurisdictions agree to support their operation from the existing tax base within the TID. The taxing jurisdictions agree the municipality will use the increase in value to pay for investments. When a TID is created, the base value of the taxable property TID is established. Tax revenue collected on this portion of the property value is allocated to tax jurisdictions. Any increase in value, through construction or development, is allocated to the municipality to make improvements within the TID. Traditional financing TID jurisdiction borrows funds and is responsible for construction. TID jurisdiction uses future improvement increment to pay for the construction cost/debt.

MOTION: Bahrke/ Rice

Motion for the information presented on Downtown Tax Increment District (TID) today be presented to Common Council.

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

4. New Business

A. Downtown Mural Proposal

Brandon Behrendt (WMS Art Educator) presented a Mural Design Project. The idea is for every year to place a new mural above the windows on 200 E. Central Ave. and the mural would be picked by a Washington Middle School student.

This would be over a fifteen-year span one window every year. Each mural would have a life span of ten years. These would be able to come down for touch ups if needed.

MOTION: Bahrke/ Salscheider

Motion to approve Downtown Mural Proposal as presented with recommendations.

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

- B. Change meetings to Bi-Monthly 3rd Wednesday of the Month 8am
Main Street Committee agreed on Bi-Monthly meetings. The next meeting will be September 20,2023 at 10:00am in Council Chambers.
- 5. Next meeting 3rd Wednesday of the Month -September 20, 2023 8:00am Council Chambers
- 6. Adjournment



City Administrator Peter A. Wills

Notice was given to the public at least 24 hours prior to this open meeting - agenda was forwarded to newspapers and any news media who have requested the same – agenda was posted at City Hall, Oconto Falls Community Library, and on the city website at: cityofocntofalls.com