

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

**WEDNESDAY, JUNE 26, 2024 – 9:30 AM
MINUTES**

City Administrator Wills called the meeting to order at 9:30 am.

1. Roll Call

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

Also Present: Mayor Clint Braun, Deputy Clerk Jenny Friedman, Building Inspector Jane Meissner, Fire Chief Tim Magnin and Errin Welty WEDC

Absent: Danielle Kline-Oconto Falls Chamber

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:

2. Approval of Main Street Committee Minutes- 03-20-2024

Motion: Bahrke/Holman

Motion to approve Main Street Committee Minutes-03-20-2024.

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

Old Business

3. Downtown Zoning Ordinances

- a. Ordinance Enforcement-Zoning & Building Conditions
- b. Zoning Ordinance change from Commercial (C-1) to Mixed Use -Commercial, Multi-Family Residential & Single Family Residential
- c. What is needed to achieve this.

Administrator Wills is working with Hanaway Ross on changing Main Street from Commercial (C-1) to Mixed Use-Commercial, Multi-Family Residential & Single Family Residential. At the time Hanaway Ross does not have the capacity to help with the process. Administrator Wills reached out to another law firm and they have paralegals that could help but Administrator Wills is still waiting for the final cost of this. It is estimated for about five thousand dollars. Building

Inspector Meissner and Fire Chief Magnin gave an update on the properties that they have reviewed and the findings for any violations. The process of what happens if there are any violations found were gone through. Raze order was talked about for some properties and how to address these. Fire Chief Magnin did go over the process of how this happens. Main Street Committee had asked if there would be a possibility of having a Code Enforcer for the city? This can be looked into for possible budgeting.

MOTION: Holman/Salscheider

Motion to recommend to council and pursue a commercial building inspector or code enforcer for the city one or two days a week and place in the budget for 2025.

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

MOTION: Bahrke/Holman

Motion to send Ordinance Cost project update to Council for approval as soon as it is available and finalized.

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

4. (WEDC) Wisconsin Economic Development Corporation Main Street-Connect Community

RE: Errin Welty-WEDC, Senior Downtown Development Director

- a. WEDC Main Street Connect Community Background
- b. WEDC Presentation “How to Tackle Vacant Buildings”
- c. WEDC CONNECT Community Orientation July 31st 9am-4pm Madison
Register: <https://forms.office.com/r/dPPDZmfzCC>

Errin Welty presented (WEDC) Wisconsin Economic Development Corporation Main Street-Connect Community was created in 2013. The program was designed to provide training and networking for communities or organizations working on revitalizing topics. The goal of the Main Street and Connect Communities Program is to support downtown community development in the state of Wisconsin. WEDC provides technical assistance to communities in the planning, management, and implementation of strategic development projects in downtowns and urban neighborhoods. This includes Main Street support and Connect Communities, which is aimed at supplementing the Main Street program by expanding services to more downtowns across the state. WEDC will maintain partnerships and develop new ones with other state and local public and private entities such as the UW-Extension and USDA Rural Development to provide services to municipalities undertaking downtown revitalization projects. WEDC will annually develop a plan that describes the objectives of the state Main Street Program and the methods for 1) coordinating with public and private sector, 2) soliciting private sector funds for revitalization of business areas, and 3) helping municipalities engage in revitalization with help from interested individuals and organizations.1 WEDC matches technical assistance from our own staff, the National Main Street Center and outside consultants to needs of respective municipalities and non-profit organizations. WEDC will also work with local communities to set strategies to solicit funding from the private

sector in those communities to support the local downtown revitalization effort.

5. Downtown Vacant Property Review with WEDC

a. Following adjournment of meeting, walking review Main Street properties. After meeting was adjourned committee walked through Main Street with Errin Welty-WEDC, Senior Downtown Development Director to get her opinion of the condition of Main Street.

NO ACTION TAKEN

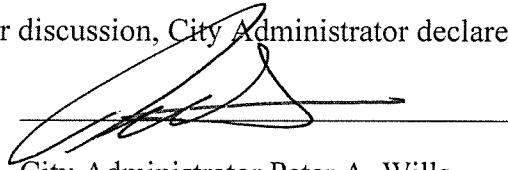
New Business

Next meeting -August 21, 2024 8am

The meeting will be held at 8:00am on August 21,2024.

Adjournment

Having no further discussion, City Administrator declared the meeting adjourned at 11:04am.

A handwritten signature in black ink, appearing to read "Peter A. Wills", is written over a horizontal line. The signature is stylized and somewhat cursive.

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