

POSTED DATE: January 15, 2026

Committee Members: all meeting attendance (or absence) must be confirmed with a response.
Please RSVP your attendance to this meeting ASAP to 920-846-4505 or Jfriedman@cityofoconto Falls.wi.gov

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

WEDNESDAY JANUARY 21, 2026-8:00 AM

AGENDA

COMMITTEE:

Chairperson Barb Salscheider – Salscheider’s Antique Bar
Peter Bruesch – Coachlight Inn
Jayme Sellen – TEDCOR
Stephanie Holman – Senn Hometown Insurance

Peter Wills – City Administrator
Ashley Bahrke – City Alderman
Christine Grzelak -Oconto Falls Chamber

OTHERS:

Mayor Clint Braun
Jane Meissner-Building Inspector
Deputy Clerk Jenny Friedman
Tim Magnin-Fire Chief

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING

1. Call to Order
2. Elect Committee Chair
3. Approval of Main Street Committee Minutes 05.21.2025

Old Business

4. Downtown Building Inspections Update
RE: Jane Meissner-Bld Ins/Tim Magnin Fire Chief

New Business

5. Downtown Design Review Application-257 N Main Street
RE: Greg Jahnke, Property Owner
6. Northern Roots Floral & Gifts, formerly The Flower Shoppe, Inc.
RE: Lori Fournier Business Owner
7. WEDC Wisconsin Main Street Makeover Contest
RE: Administrator Wills
8. New Board Member Recruitment
9. Next meeting -March 18,2026 8am
10. Adjournment



City Administrator Peter A. Wills/JF

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

Any person wishing to attend the meeting who requires special accommodations because of a disability should contact the Clerk's office at 920-846-4505 with adequate notice so appropriate accommodations can be made.

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

**WEDNESDAY MAY 21, 2025 – 8:00 AM
MINUTES**

City Administrator Wills called the meeting to order at 8:00 am.

1. Roll Call

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

Also Present: Mayor Clint Braun, Building Inspector Jane Meissner, Fire Chief Tim Magnin , Street Superintendent Wally Remic, William Labrosse,

Absent: Stephanie Holman-Senn Hometown Insurance

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:

2. Approval of Main Street Committee Minutes 04.16.2025

Motion: Bahrke/Grzelak

Motion to approve Main Street Committee Minutes - 04.16.2025.

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

Old Business

3. Downtown Design Review Application-211 N Main Street

On April 16,2025 William LaBrosse presented a design application for his property at 211 North Main Street to convert his space into a 900 sq ft residential rental space in the back of his property. Enough parking in the back is concern due to there is limited space back there. Willam LaBrosse presented a map of how the parking would be resolved. He also has talked with his neighbor and does have an easement with them. The garage will have adequate space for up to four vehicles. The upper apartment tenant does not have a vehicle at this time, and the lower apartment tenant would likely be a disabled person without a vehicle. Also, William LaBrosse

would write in the Rental Agreement that there would be no more than one vehicle for each of the upper & lower apartments.

MOTION: Salscheider/Bahrke

Motion to approve the Downtown Design Review Application-211 N Main Street

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

4. Next meeting -June 18,2025 8am

The next Main Street Committee will be on June 18,2025 at 8:00am.

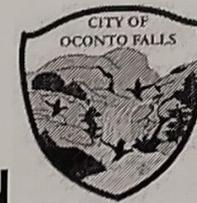
NO ACTION TAKEN

5. Adjournment

Having no further discussion, City Administrator declared the meeting adjourned at 8:29am.

City Administrator Peter A. Wills

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DOWNTOWN DESIGN REVIEW APPLICATION

Certificate of Appropriateness

General Information *(Please type or print clearly)*

	Applicant/Agent	Owner
Name(s)	Gregg Jahnke	
Address	157 Main St	
Phone	920-655-7090	
Email	gj5100@hotmail.com	

Property Information

Address of Property 157 Main Street Oconto Falls, WI
 Name of Property/Business: none at this time
 Proposed Building Treatment: Exterior Renovation/Restoration New Construction Sign Modification

Description of Project *(Attach additional pages if necessary.)*

Describe proposed work, materials to be used, and impact on existing features.

Replace Rear Door, Replace damaged sheetrock, refinish bar top, install new cooler compressor.

install new bathroom doors and vanities.

Attachments The following information is enclosed.

- Exterior photographs
- Designs images of building
- Floor plans
- Exterior facade materials & colors
- Specifications
- Other _____

Signatures: The undersigned person(s) hereby petition the Main Street Committee of the City of Oconto Falls, Wisconsin, to issue a Certificate of Appropriateness as described above.

APPLICANT: Gregg Jahnke DATE: Jan 14 2026

APPLICANT: _____ DATE: _____

OFFICE USE ONLY

Date Received: _____ Received By: _____ Scheduled For Main Street Date _____

Main Street Committee Action: Approved Denied

Conditions: _____

Council Approved By: _____

Makeover Contest

Wisconsin Main Street Makeover Contest



The Wisconsin Economic Development Corporation (WEDC), partnering with Studio GWA, an architecture, planning, and historic tax credit consulting firm headquartered in Rockford, IL, is pleased to host the annual **Makeover Contest**. One deserving business from one of Wisconsin's designated Main Street or Connect Community districts will receive funds up to \$10,000 for the exterior façade makeover, as well as design assistance from an architect and construction documents to inform the future work.

MAKEOVER ASSISTANCE

Services provided to the chosen business:

- » Colored façade renderings
- » Sign design and layout
- » General code-related advice
- » Material, color, and finish suggestions
- » Ribbon cutting event and press release

EVALUATION CRITERIA

- » Visibility of space within the district
- » Impact of transformation on district experience
- » Potential for space improvements to support business growth
- » Quality and completeness of application materials
- » Availability of matching funds

THE FINE PRINT

- » Business must be located in a Main Street or Connect Community district
- » Written permission from landlord/property owner is required for the application
- » Owner will need to submit a w9 and pass a background check
- » Grant funds will be reimbursed to the winning business after planned investments have occurred
- » Final design will be subject to local requirements and design standards as applicable.

WHO SHOULD APPLY:

We're looking for amazing businesses that want their exterior façade to match the quality of their goods and services! Businesses in Main Street or Connect Community districts are encouraged to apply (maps of eligible districts are available below.) Applicants should be in the downtown district, occupy an active storefront space, and have been in business for at least one full year.

Deadline to apply: January 30, 2026

Applicants should contact their local Main Street Director or Connect Communities Coordinator to learn more about the program or contact adriana.humbert@wedc.org to receive an application.

FRED'S BEDS AND MORE



BEFORE



FRED'S BEDS
FEBRUARY 16, 2022
MAYVILLE, WI
JOE LAMNITZAK

FAÇADE RENDERING



AFTER

ART ON THE TOWN



BEFORE

AFTER



PROGRAM TIMELINE

Application Release
Dec. 18

Application Request Deadline
Jan. 26

Application Due
Jan. 30

Finalists Interviews
Early Feb.

Winners Selected
Early Feb.

Is your business in a [Connect Community](#) or [Main Street](#) district?

