



**MINUTES**  
**CITY OF WAUPUN – BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
**In-Person & Teleconference**  
**Wednesday, November 10, 2021 at 7:00 AM**

**Committee Members Present:**

Kate Bresser  
Terri Crisp  
Gary DeJager  
Rich Matravers (left at 7:31 a.m.)  
Teresa Ruch  
Tyler Schulz

**Committee Members Absent**

Austin Armga  
Krista Bishop (excused)  
Jonathan Leonard  
Jodi Mallas (excused)

**Staff Present:**

Kathy Schlieve ..... Administrator  
Sarah Van Buren ..... Community & Economic Development Coordinator

**Guests:**

Zac Dickhut (arrived 7:06 a.m.) ..... Waupun Area Chamber of Commerce  
Ashley VandeKolk ..... The Parlor Hair Boutique

**CALL TO ORDER:**

In the absence of Ms. Bishop, Ms. Ruch called the meeting to order at 7:01 a.m.

**ROLL CALL OF BOARD MEMBERS:**

Roll call and quorum determined.

**PUBLIC COMMENT:**

None.

**CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:**

**1. Approval of Agenda/Motion to Deviate**

A motion to approve the agenda was made by Mr. Schulz and seconded by Mr. Matravers, passing unanimously.

**2. Approval of October 13, 2021 Minutes**

A motion to approve the October 13, 2021 minutes was made by Mr. Schulz and seconded by Mr. Matravers passing unanimously.

**3. Approval of the October 2021 Financial Statement**

A motion to approve the October 2021 financial statement was made by Mr. Matravers and seconded by Mr. Schulz, passing unanimously.

**PRIOR OUTSTANDING APPLICATIONS:**

**4. The Parlor Hair Boutique (8 W. Main St.)**

Ms. VandeKolk provided an update on her project and discussed the various technical difficulties that have occurred over the past two month. Once the color issues were worked out, the vendor ran into printing difficulties. The sign has now been printed but the brackets have gone missing which is delaying installation. Ms. VandeKolk would like a 30-day extension.

A motion to extend the grant for 30 days to allow for the installation of the sign and reimbursement of funds

as made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

*Mr. Dickhut arrived at 7:06 a.m.*

#### **DISCUSSION ITEMS:**

##### **5. Downtown Market Analysis Update**

The small group continues to meet every other week. Over the past month, the survey was finalized and distributed for community member and downtown business owner responses. The survey closed November 1, 2021. 119 community members and 37 downtown businesses took the survey. A small group was able to meeting with representatives of the City of Portage on October 25, 2021 to learn more about how their downtown is successful.

##### **6. Administrator Update**

*Mr. Matravers left the meeting at 7:31 a.m.*

Administrator Schlieve provided the following updates:

- Continue to work with owner of 431 E. Main St. regarding the needed improvements to the space in order for an interested business to start occupying the space in January. Staff is hoping to present a plan to this group in December.
- Working on CDI grant for 417 E. Main St. and staff is working on getting the appropriate costs estimates for green space and back alley improvements to be included in the request.
- Council approved the 2022 budget on November 9, 2021. The school district mill rate decreased by \$1, which will have an impact on TID budgets, including that of the CDA.
- Staff has been busy responding to state ARPA grants. There are three projects that are being submitted; the Senior Center, Implementation of McCune Park Master Plan, and new turf for the baseball complex.
- Continuing through due diligence process of the industrial park project.

##### **7. Waupun Area Chamber of Commerce Update**

Mr. Dickhut provided a brief organizational update regarding the Chamber. Most of the work as of late has centered on gaining a better understanding of what various groups within the community are engaged in. This will help the Chamber better focus on supporting efforts rather than leading the various events.

#### **ADVANCED PLANNING:**

##### **8. Potential Agenda Items**

- Grant updates
- Downtown Market Analysis
- 2022 Budget

##### **9. Date of Next Scheduled Meeting**

The next meeting is scheduled for December 8, 2021 at 7:00 a.m.

#### **ADJOURNMENT**

The motion to adjourn was made by Ms. Bresser and seconded by Mr. Schulz passing unanimously. The meeting adjourned at 7:40 a.m.