



**MINUTES**  
**CITY OF WAUPUN AMENDED - BUSINESS**  
**IMPROVEMENT DISTRICT MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Wednesday, June 10, 2020 at 7:00 AM

Committee Members Present:

- Krista Bishop
- Gary DeJager
- Jan Harmsen
- Jonathan Leonard (arrived 7:20am)
- Jodi Mallas
- Teresa Ruch
- Tyler Schulz

Committee Members Absent:

- Austin Armga
- Kate Bresser
- Rich Matravers

Waupun Chamber of Commerce:

Casey Despres ..... Executive Director

Staff Present:

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

Other:

Scott Aylesworth ..... House to Home Properties

**Call to order**

Chair Bishop called the meeting to order at 7:14 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 Ms. Harmsen and seconded by Mr. DeJager, passing unanimously.

**2. Approval of May 13, 2020 Minutes**

A motion to approve the May 13, 2020 minutes was made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

**3. Approval of May 2020 Financial Statement**

A motion to approve the May 2020 financial statement was made by Ms. Harmsen and seconded by Mr. Schulz, passing unanimously.

**NEW APPLICATIONS:**

**4. House to Home Properties, LLC (314 E. Main St.)**

Scott Aylesworth, House to Home Properties, submitted a Façade Improvement Program application for the property located at 314 E. Main St. for the replacement of signage and repainting of the building façade. The

total project cost is \$3,038.87. Staff recommends approval. Motion made by Mr. DeJager and seconded by Mr. Schulz to approve 50% of the total project cost, not to exceed \$1,519.44, passing unanimously.

## **DISCUSSION ITEMS:**

### **5. We're All In Funding Opportunity from WEDC**

The Wisconsin Economic Development Corporation (WEDC) has created a new grant opportunity designed to help these small businesses get back on their feet while also encouraging adoption of best practices to keep employees, customers and communities safe. WEDC will open the \$2,500 We're All In (WAI) grant on June 15<sup>th</sup> at 8 AM and the application will be open until June 21<sup>st</sup> 11:59 PM. Staff will be reaching out to business to discuss the grant, write any requested letters of acknowledgement, and assist in the application submittal process.

### **6. Status of Training Opportunities**

The Common Council approved the BID recommendation to enter into a contract with the Venture Center at Fox Valley Technical College. Ms. Van Buren request feedback on preferred dates and cost structure. The Board recommended the classes be held June 23, June 30, and July 7<sup>th</sup> and to make them free to all Waupun business and charge a fee (\$69/call or \$150 for all three) to businesses located outside Waupun.

### **7. Implementation of Streetscaping Plan**

City staff have been working with Warrior Fabrication on the design of new banners for the Downtown. Ms. Van Buren presented two options for feedback. The group decided option #2 was the best with modifications to the shopping and historic district banners. Ms. Van Buren will work with Warrior Fabrication staff to make the appropriate changes.

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

Ms. Despres provided the following updates:

- a. The Chamber Board has decided to cancel Volksfest.
- b. The Chamber has engaged with Warrior Fabrication to design shirts.
- c. The annual golf outing has been rescheduled to July 28<sup>th</sup>.
- d. An information group will be meeting the evening of June 10<sup>th</sup> to talk about ways to keep positive energy within the community and support businesses.

### **9. Administrator Update**

Administrator Schlieve provided the following updates:

- a. The City continues to develop plans to allow for the safe reopening of facilities.
- b. An updated on a variety of funding opportunities was given:
  - Federal – forgiveness rules have been relaxed for the PPP funding opportunity.
  - City of Waupun Downtown Business Relief Program –To date 26 businesses have been awarded funds for \$60,000. If there is no further interest in the funds, the CDA may consider reinstating the Revitalization Grants.
- c. Site developers are expressing interest in the industrial park and staff is exploring various options to make the site shovel ready to help in the promotional efforts.
- d. TID 6 is undergoing a boundary amendment that would add three (3) parcels, including 520 McKinley.
- e. Room tax dollars are essential gone due to the lack of tourism. However, Destination Lake Winnebago Region staff is reaching out due to increased interested in travel.

## **ADVANCED PLANNING:**

### **10. Possible Future Agenda Items**

- a. New grant requests (if any are received).

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

The next meeting is scheduled for July 8, 2020.

## **ADJOURNMENT**

The motion to adjourn was made by Ms. Mallas and seconded by Ms. Harmsen passing unanimously. The meeting adjourned at 8:02.a.m.