



MINUTES  
CITY OF WAUPUN – BUSINESS IMPROVEMENT  
DISTRICT MEETING  
In-Person & Teleconference  
Wednesday, September 8, 2021 at 7:00 AM

Committee Members Present:

- Krista Bishop
- Terri Crisp
- Gary DeJager
- Jonathan Leonard (arrived at 7:02 a.m.)
- Rich Matravers
- Teresa Ruch
- Tyler Schulz

Committee Members Absent

- Austin Armga
- Kate Bresser
- Jodi Mallas

Staff Present:

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

Guests:

- Ashley VandeKolk .....The Parlor Hair Boutique
- Cassandra VerHage .....c.verhage.photo

**CALL TO ORDER:**

Ms. Bishop 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. DeJager and seconded by Mr. Matravers, passing unanimously.

**2. Approval of July 14, 2021 Minutes**

A motion to approve the July 14, 2021 minutes was made by Ms. Ruch and seconded by Mr. Leonard passing unanimously.

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

A motion to approve the July 2021 financial statement was made by Mr. Matravers and seconded by Mr. DeJager passing unanimously.

**4. Approval of the August 2021 Financial Statement**

A motion to approve the August 2021 financial statement was made by Mr. Leonard and seconded by Mr. DeJager passing unanimously.

**5. Funding Request from the Waupun Downtown Promotions Group**

Included in the meeting packet was a staff summary regarding the request from the Waupun Downtown Promotions group to use the \$500 allocated in the budget for promotional activities related to Halloween on

Main and Winter Wonderland.

Board members requested future budgets reflect what entity will receive these funds.

A motion to approve the request from the Waupun Downtown Promotions committee for \$500 in advertising funds was made by Mr. Matravers and seconded by Ms. Crisp, passing unanimously.

#### **6. 2021 Operational Plan Update**

Ms. Van Buren provided the following updates:

- Design
  - A small amount of funding remains for the Façade Improvement Grant program and the Beautification line items. Staff recommend holding the funds and allocating unexpended funds toward the same categories in the 2022 budget once end of year closeout is complete. A motion to hold the Façade Improvement Program funds for the remainder of 2021 and allocate unexpended funds toward the same category in 2022 was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.
- Economic Vitality
  - No applications were received for the 2021 Pop-Up program. Staff, in consultation with the Operational Plan subcommittee, recommend holding those dollars and allocating unexpended funds toward the 2022 Façade Improvement Program once end of year closeout is complete. A motion to hold the funds for the remainder of 2021 and allocate unexpended funds toward the Façade Improvement Program in 2022 was made by Mr. DeJager and seconded by Ms. Bishop, passing unanimously.
  - There is funding allocated in our budget to go towards training opportunities for our businesses. A motion to reallocate a minimum of \$1,000 to the Promotions category to support the creation of cross-promotional materials was made by Ms. Ruch and seconded by Ms. Crisp, passing unanimously.
- Promotions – Update provided by Ms. Ruch on behalf of the Waupun Downtown Promotions group.
  - Working on details for Halloween on Main. WisDOT has approved the closer of Main Street.
  - Continue working on Winter Wonderland events kick-off on November 11<sup>th</sup>. Coordinating events with My Property Shoppe activities throughout December 16<sup>th</sup>.

#### **PRIOR OUTSTANDING APPLICATIONS:**

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

Ms. VanderKolk provided a project status. Work has been slow with Warrior Fabrication due to the summer and still needing to finalize colors for the signage.

A motion to extend the grant for 60 days to allow for the installation of the sign and reimbursement of funds as made by Mr. Leonard and seconded by Ms. Ruch, passing unanimously.

##### **8. c.verhage.photo (426 E. Main St.)**

Ms. VerHage provided a status on the project. Painting and removal of the porch has been complete. Ms. VerHage is currently working with a local vendor for the design and installation of a costume-made porch. Installation will not occur until the heat and humidity lower in order to ensure the sign sticking to the building. Hoping the work will be completed by the end of September.

A motion to extend the grant for 60 days to allow for project completion and reimbursement of funds was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.

##### **9. Thrivent Financial (407 E. Main St.)**

Mr. Leonard provided a status on the project. The front windows have been installed however; there was a delay in the top and back windows. Anticipated installation of the remaining windows is scheduled for early next week.

Due to a conflict of interest, Mr. Leonard will be abstaining from the vote. A motion to extend the grant for 36 days to allow for the installation of the windows and reimbursement of funds was made by Ms. Bishop and seconded by Mr. DeJager. Motion passed 6-0 with one abstention.

#### **DISCUSSION ITEMS:**

##### **10. BID Assessment Strategic Planning Update**

Ms. Van Buren stated the group met on August 4, 2022 to discuss the strategic plan for potentially increasing the BID assessment. After much discussion, the group feels it would be better to take the time and create a more thoughtful engagement plan. An example of what is being done in West Bend was discussed.

##### **11. Draft 2022 Operational Plan**

Ms. Van Buren stated Mr. DeJager, Mr. Leonard, and Ms. Ruch met on August 4, 2021 to discuss the development of the 2022 Operating Plan and budget. The group decided to keep the goal and objectives the same. A draft work plan and budget were included in the meeting packet.

##### **12. Downtown Market Analysis Update**

The small group continues to meet every other week. During the past few meetings, survey questions for business owners and visitors were created and a peer committee was identified for a future visit.

##### **13. Waupun Chamber of Commerce Update**

No update provided.

##### **14. Administrator Update**

Administrator Schlieve provided the following updates:

- The City has been working with a consultant on a study regarding a transportation utility. An overview will be presented at the Council of a Whole meeting at the end of the month. An overview will be done for the BID at the October meeting.
- There has been a lot of interest in the Main Street Bounce Back program and staff has written numerous letters of support.
- Lots of interest in available space from businesses wanting to locate in Waupun.
- Staff continues to work on several industrial attraction projects.
- City Council has been discussing possibility of a referendum. More will be shared at a future meeting.
- 2022 budget is being developed for action in November.

#### **ADVANCED PLANNING:**

##### **15. Potential Agenda Items**

- Approval of 2022 Operational Plan
- Downtown Market Analysis Updates
- Grant Updates
- Transportation Utility update

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

The next meeting is scheduled for October 13, 2022 at 7:00 a.m.

#### **ADJOURNMENT**

The motion to adjourn was made by Mr. DeJager and seconded by Mr. Leonard passing unanimously. The meeting adjourned at 7:45 a.m.