



MINUTES
CITY OF WAUPUN BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street,
Waupun WI
Wednesday, September 11, 2019 at 7:00 AM

Committee Members Present:

Krista Bishop
Gary DeJager
Jan Harmsen
John Karsten
Rich Matravers
Tyler Schulz

Committee Members Absent:

Jack Dunham
Teresa Ruch
JohnTheune
Al Verhage

Waupun Chamber of Commerce:

Casey Despres..... Executive Director

Staff Present:

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

Call to Order

Chair Bishop called the meeting to order at 7:02 a.m.

Roll Call of Board Members

Roll call and quorum determined.

Public Comment

None.

1. Consider Approval of the Following Agenda Items

- A. Approval of August 14, 2019 Minutes
 - I. A motion to approve the August 14, 2019 minutes was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.
- B. August Financial Statement
 - I. A motion to approve the August financial statement was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

2. Prior Outstanding Applications

- A. Ms. Van Buren stated Tana Barsch, Our Bar, completed the procurement and installation of new sleeves to reflect the new logo on the signage. A reimbursement request has been submitted and will be reflected on future financial statements.

3. Discussion Items

- A. BID Operating Plan Update

- I. Ms. Van Buren stated Mr. Rohn Bishop and Ms. Ruch, Ms. Despres, Mr. DeJager met on August 28, 2019 to discuss the development of the 2020 Operating Plan and budget. A draft of the proposed objectives and strategies were included in the agenda packet.
 - II. The Board requested the subcommittee review the proposed goals and assign funds for consideration at the next meeting.
- B. Review of Ordinance Pertaining to the BID
- I. In previous meetings, there has been a lot of discussion as to what types of projects are being submitted for consideration. As part of the agenda packet, a copy of the "Central Business District Design Guidelines" from Chapter 25 of the municipal code was distributed. Staff reminded the group that these guidelines should be considered when review applications submitted for consideration from this group.
- C. Chamber of Commerce Update
- I. Ms. Despres stated the development of the Chamber's Strategic Plan has begun.
 - II. Important dates and events were discussed:
 - Halloween on Main will be October 26, 2019 from 2-4pm. If businesses are interested in participated, please notify Ms. Despres.
 - Family Feud Game Night will be November 7, 2019
 - Starting in November the Chamber will be assisting businesses to stay open later on Thursdays to help promote shopping local during the holiday season.
 - Small Business Saturday will be November 30, 2019.
 - Planning for Avenue of Angels has begun.
 - III. Ms. Despres has started visiting all businesses in the community and hopes to have that wrapped up by the end of the year.

Mr. Matravers left the meeting at 7:47a.m.

- D. Administrator Report
- I. The 2020 budget process for the City has begun.
 - II. Staff was informed by the Wisconsin Historical Society that the City should know by mid-October the decision of the National Park Service regarding the National Historic Commercial District designation.
 - III. A monthly Mastermind group will be starting based on the success of the first Mastermind event held at the beginning of the month. Each month will concentrate on a different business topic and is open to all businesses in Waupun.
 - IV. The members of the Community Development Authority discussed at their August meeting potential targeted redevelopment projects and how to best utilize their statutory authority.
 - V. An update on the streetscaping efforts in downtown were discussed. The mural has been installed but due to construction installation of other streetscaping, elements have been delayed due to construction. Tweaks are also being made to the banners due to the recent historic district designation. Next year additional elements like a self-serve visitor kiosk, and its placement, will be considered.
 - VI. There is been a lot of discussion regarding regional economic development partnerships. Currently the City is aligned with

Envision Greater Fond du Lac, but staff is also looking to see if alignment with MadRep or Thrive makes better sense.

- VII. At the August 13, 2019 Council meeting, a contract with Cedar Corporation was approved to conduct a housing study and needs analysis. As part of their work, input will be sought from business stakeholders to give the City a better sense of workforce housing needs. Cedar Corporation will be in Waupun on September 17, 2019 to start interviewing stakeholders and partners.

4. Advanced Planning

- A. Possible future agenda items
 - I. Approval of 2020 Operational Plan
- B. Date of next schedule meeting
 - I. The next meeting is scheduled for October 9, 2019

5. Adjourn

The motion to adjourn was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously. The meeting adjourned at 7:57.a.m.