



**MINUTES**  
**CITY OF WAUPUN – BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
**In-Person & Teleconference**  
**Wednesday, July 14, 2021 at 7:00 AM**

Committee Members Present:

Krista Bishop  
Kate Bresser  
Terri Crisp  
Gary DeJager  
Jodi Mallas  
Rich Matravers  
Teresa Ruch  
Tyler Schulz

Committee Members Absent:

Austin Armga  
Jonathan Leonard

Staff Present:

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

**CALL TO ORDER:**

Ms. Bishop called the meeting to order at 7:02 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. Matravers and seconded by Mr. DeJager, passing unanimously.

**2. Approval of June 9, 2021 Minutes**

A motion to approve the June 9, 2021 minutes was made by Mr. Schulz and seconded by Ms. Ruch passing unanimously.

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

A motion to approve the June 2021 financial statement was made by Mr. Matravers and seconded by Ms. Bresser, passing unanimously.

**PRIOR OUTSTANDING APPLICATIONS:**

**4. The Clothing Pallet (18 N. Madison St.)**

Ms. Van Buren provided the members a status of work being done at The Clothing Pallet. The work was completed the week of July 5, 2021 and once receipts are received, reimbursement will occur.

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

Ms. Van Buren provided the members a status of work being done at The Parlor Hair Boutique. There has been a delay in getting the needed brackets for the sign. The project is expected to be completed in August.

**6. c.verhage.photo (426 E. Main St.)**

Ms. Van Buren provided the members a status of work being done at c.verhage.photo. The sign will not be ready until August. Once the sign is installed, the old balcony can be removed, painting can occur, and the

new balcony would be installed. The new lighting should be installed within the next few weeks.

**7. Weaving It Up To You (307 E. Main St.)**

Ms. Van Buren stated the project was completed earlier in July and reimbursement has occurred, which will be reflected in the July financial statement.

**8. Thrivent Financial (407 E. Main St.)**

Ms. Van Buren Provided the members a status of work being done at Thrivent Financial. The project has been moved to this week, the upstairs windows are delayed from the warehouse. Project completion is anticipated for late-July/early-August.

**DISCUSSION ITEMS:**

**9. BID Assessment Strategic Planning Update**

Ms. Van Buren provide the group a summary of a recent meeting held with the small group tasked with this effort. The small group will be doing educational posts in the Downtown Business Owners Facebook page on what the BID, what is the assessment, and what activities are funded by the assessment. This effort will be done in July. In August the group plans on sending out a flyer to all property owners with a reminder flyer to be distributed toward the end of August.

The goal is to have two informational sessions in mid-September; one in the morning and one at lunch. At this event a more formal presentation will be given on the history of the BID, highlight the accomplishments of the past few years, and then discuss the two options for the 2022 operational plan.

**10. Downtown Market Analysis Update**

Members of the group that are on this work group provided and update on the recent meeting with UW-Extension. At that meeting, goals, comparable communities, and the trade area were discussed. The group will be meeting bi-weekly with a final report being present in December.

**11. 2021 Operational Plan Updates**

Ms. Van Buren provided the following updates:

- Design
  - There is a small amount of funding available for the façade improvement program.
  - Discussed the possibility of doing a winter planting program in a future year.
- Economic Vitality
  - The application deadline for the Pop-Up program is August 13, 2021. To date no applications have been received.
  - There is funding allocated in our budget to go towards training opportunities for our businesses. The group was unsure as to what trainings should be scheduled for this year. It was agreed upon that the group will decide at the next meeting if this funding should remain in place or be reallocated to a different item.
- Organization
  - The 2022 Operational Plan Update will start in July/August with a first draft available in September and approval in October.
- Promotions
  - The Wine Walk will occur on August 20, 2021.
  - Working on details for Halloween on Main
  - Continue working on Winter Wonderland event for November

**12. Waupun Chamber of Commerce Update**

No update provided.

**13. Administrator Update**

Administrator Schlieve provided the following updates:

- Major construction project for the City is Rock and Newton. The goal of the improvements is to help remediate flooding issues. This will be a multi-year project.
- The Police Department is developing a recruitment and retention plan to help with the staffing issues they have been facing.
- A State budget has been approved and staff is working to understand all of the details. Our hope is that WEDC will more guidance as to changes made to their various funding opportunities.
- The City is working on strategic planning pieces, internally, to get a better financial model in place to understand financial impacts.
- Eagle Packaging will be opening in the Flexigraphic space
- Working on several industrial attraction projects and there will continue to be a workforce and

- housing issue.
- Daycare continues to be a need within the community. There is currently not enough space in the current daycare to meet the needs. WeeCare is looking into expansion options but a second daycare is also needed within the community.
- Recently state representatives convened a meeting to discuss the status of WCI and their continued workforce issues.
- The City will be receiving \$1.1 million in ARPA funds. A strategic planning meeting with the Department heads will be occurring to determine how best to expend the funds.

#### **ADVANCED PLANNING:**

##### **14. Potential Agenda Items**

- Potential reallocation of 2021 funds
- Assessment Update
- Grant Updates
- Status of 2021 Operational Plan

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

The next meeting is scheduled for August 11, 2021 at 7:00 a.m.

#### **ADJOURNMENT**

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