



MINUTES
CITY OF WAUPUN AMENDED – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Zoom
Wednesday, March 10, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Gary DeJager
Jonathan Leonard
Rich Matravers
Teresa Ruch
Tyler Schulz

Committee Members Absent:

Austin Armga
Kate Bresser
Jan Harmsen
Jodi Mallas

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

CALL TO ORDER:

Chair 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 February 10, 2021 Minutes

A motion to approve the February 10, 2021 minutes was made by Ms. Ruch and seconded by Mr. Leonard, passing unanimously.

3. Approval of February 2021 Financial Statement

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

NEW APPLICATIONS FORE REVIEW AND CONSIDERATION:

4. Tom Kulczewski – Real Sportscards (324 E. Main St.)

Tom Kulczewski, Real Sportscards, submitted a Façade Improvement Program application for the property located at 324 E. Main St. to replace the windows on the second floor of the building. The total project cost is \$24,000. Staff recommends approval. Motion made by Mr. DeJager and seconded by Mr. Schulz to approve 50% of the total project cost, not to exceed \$2,000, passing unanimously.

DISCUSSION ITEMS:

5. 2021 Operational Plan Updates

- Design
 - Reached out to Tari Costello, WAHS, to engage her students in helping to draft

- alternatives for the Main Street Planters and to determine their ability to assist with the planting.
- Will reach out to side street businesses within the next week to determine their level of interest in participating.
- Economic Vitality
 - Pop-Up 2020 program has concluded and will need to start looking for space for the 2021 year.
 - Internal review of three downtown market analysis proposals will occur tomorrow.
- Organization
 - Baker Tilley, accounting firm, has concluded their annual audit of the BID. Their report will be presented at a future meeting.
- Promotions
 - The Waupun Downtown Promotions Committee have the following upcoming events:
 - Egg Hunt
 - Farmers Market starts in June
 - Wine Walk in August
 - Halloween on Main is still up in the air
 - Discussion starting with Waupun Festivals regarding 2021 Winter Wonderland

6. Main Street Update

Mr. DeJager, Ms. Ruch, and Ms. Van Buren provided an update of the work group progress since the February 10, 2021 BID meeting. The focus of the weekly meetings have been learning more about the direction of the Chamber and discuss the various options for organizational structure. The next meeting will be held with Ms. Welty from the Wisconsin Main Street and Connect Communities program.

7. Administrator Update

Administrator Schlieve provided the following updates:

- After the April elections, there will be a change in membership on this Board. If you know of anyone interested in participating, please let staff know.
- Earlier this month, the Senior Center and the Library have opened to the public with restrictions. Dodge County is still in Phase 2 but, based on numbers, they are expected to move to Phase 3 as well.
- In January, the CDA approved changes to the Revitalization grant and created two additional grant opportunities; the Targeted Reinvestment grant and the COVID-19 Technology grant. More information, and applications, can be found on the City website.
- Staff is looking for space to house the 2021 Pop-Up Waupun program. If you, or another downtown property owner, has available commercial space, please reach out to Ms. Van Buren.
- Working with WEDC on two CDI grant opportunities. At this time staff cannot disclose what the projects are but within the central business district.
- Closure of the Industrial Park TID will allow the City to structure a new TID to support perspective projects.
- The Senior Center project is on hold until the City hears if its grant application to the PSC was successful. If awarded, the City Hall boiler will be replaced.
- 520 McKinley Street owned currently owned by City and an RFP for redevelopment of the site is being drafted to assist in generating new interest in the site.
- Parking continues to be an issue on the north side of the 300 block of E. Main Street.
- New entrepreneurial resources from WEDC are included in the Governor's proposed budget. Staff will provide updates as they are known.
- Housing continues to be an issue and there continues to be an ongoing challenge determining the area for future housing developments
- Housing continues to be an issue and there continues to be an ongoing challenge determining the area for future housing developments.
- The City has commissioned a Transportation Utility study. More information on this study will be provided at a future meeting to inform BID members on what it is and what it could do for the community.
- On March 22nd Destination Lake Winnebago Region is going to do a shop local video and reaching out to businesses to participate. The videos will be a great asset in promoting our community.
- The Chamber has an interim director, Zac Dickhut, through the end of the year to lead the organization through structural changes. In his role, Mr. Dickhut will support day-to-day operations of the Chamber. A formal announcement, with updated Chamber hours will be going out soon.

Mr. DeJager asked if there were space within the Chamber's new location to house the 2021 Pop-Up program. Administrator Schlieve stated the Chamber is going to work with the current space to figure how

how it can meet their current and future needs. The City has received interest from a downtown property

ADVANCED PLANNING:

8. Potential Agenda Items

- Grant Requests, if any
- Main Street Update
- BID Audit Update
- Downtown Market Analysis Update
- Transportation Utility Feasibility Study Update

9. Date of Next Scheduled Meeting

The next meeting is scheduled for April 14, 2021 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. DeJager and seconded by Ms. Bishop passing unanimously. The meeting adjourned at 7:47 a.m.