



MINUTES
CITY OF WAUPUN – BUSINESS IMPROVEMENT
DISTRICT MEETING
In-Person & Teleconference
Wednesday, June 9, 2021 at 7:00 AM

Committee Members Present:

- Krista Bishop
- Terri Crisp
- Gary DeJager
- Jonathan Leonard
- Jodi Mallas
- Rich Matravers
- Teresa Ruch
- Tyler Schulz

Committee Members Absent:

- Austin Armga
- Kate Bresser

Staff Present:

- Kathy Schlieve Administrator
- Sarah Van BurenCommunity & Economic Development Coordinator

Other:

- Ashley VandeKolkThe Parlor Hair Boutique
- Cassandra VerHagec.verhage.photo

CALL TO ORDER:

Ms. Van Buren called the meeting to order at 7:00 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 May 12, 2021 Minutes

A motion to approve the May 12, 2021 minutes was made by Mr. Matravers and seconded by Ms. Ruch passing unanimously.

3. Approval of the May 2021 Financial Statement

Ms. Van Buren stated a review of the 2021 operating plan was conducted and recommends moving the funds allocated to the BID Board Member trainings to the Façade Improvement Program.

A motion to approve the May 2021 financial statement, as amended to move funding from the BID Board Member trainings to the Façade Improvement Program, was made by Mr. Matravers and seconded by Mr. Leonard, passing unanimously.

PRIOR OUTSTANDING APPLICATIONS:

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

Ms. Van Buren informed the group that due to a conflict, Mr. Kulczewski is not able to attend the meeting. Included in the meeting packet was a letter from him stating there has been a delay from the manufacturer and he is requesting a 60-day extension.

A motion to grant a 60-day extension by made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

NEW APPLICATIONS FORE REVIEW AND CONSIDERATION:

5. Ashley VandeKolk – The Parlor Hair Boutique (8 W. Main St.)

Ms. VandeKolk presented a summary of her Façade Improvement Program application for the property located at 8 W. Main St. The project will install a projecting sign for the building. The total project cost is \$900. Staff recommends approval of 50% of the total project cost not to exceed \$450, contingent on the Plan Commission approval of the conditional use permit at their June 16, 2021 meeting.

Motion made by Mr. Schulz and seconded by Ms. Mallas to approve 50% of the total project cost not to exceed \$450, contingent on the Plan Commission approval of the conditional use permit at their June 16, 2021 meeting. Motion unanimously approved.

6. Cassandra VerHage – c.verhage.photo (426 E. Main St.)

Ms. VerHage presented a summary of her Façade Improvement Program application for the property located at 426 E. Main St. The project will make rear face improvements will include removal of the existing porch, install a Juliet balcony, replace the door, add signage, repaint the wall, and installation of new lighting. Total project cost is \$7,871.73. Staff indicated the design for the project was approved by the CDA at their April 20, 2021 meeting and recommends approval of 50% of the total project cost not to exceed \$2,000.

Motion made by Mr. DeJager and seconded by Ms. Crisp to approve 50% of the total project not to exceed \$2,000. Motion unanimously approved.

7. Krista Bishop – Weaving It Up To You (307 E. Main St.)

Due to a conflict of interest, Chair Bishop stated Ms. Ruch, as Vice-Chair, would be leading this agenda item.

Ms. Bishop presented a summary of her Façade Improvement Program application for the property located at 307 E. Main St. The project will install a projecting sign for the building. The total project cost is \$500, the cost of the conditional use permit is included in the total project cost. Staff recommends approval of 50% of the total project cost not to exceed \$250, contingent on the Plan Commission approval of the conditional use permit at their June 16, 2021 meeting.

Motion made by Mr. DeJager and seconded by Mr. Matravers to approve 50% of the total project cost not to exceed \$250, contingent on the Plan Commission approval of the conditional use permit at their June 16, 2021 meeting. The motion passed Motion passed 7-0 with one abstention.

8. Jonathan Leonard – Thrivent Financial (407 E. Main St.)

Mr. Leonard presented a summary of his Façade Improvement Program application for the property located at 407 E. Main St. The project will install new windows for both 407 E. Main and 409 E. Main (one property with two different parcel addresses). The total project cost is \$7,000. Staff recommend approval of 50% of the total project cost not to exceed \$2,000.

Motion made by Ms. Mallas and seconded by Ms. Ruch to approve 50% of the total project cost not to exceed \$2,000. Motion unanimously approved.

DISCUSSION ITEMS:

9. 2021 Operational Plan Updates

- Design
 - The planting on Main Street was done on May 25, 2021. Due to the recent frost event and the extreme heat, many of the plantings are not looking well. Ms. Van Buren presented a couple of options to get the planters replanted. The Board felt businesses should be allowed to replant the planters however, they see fit and not worry about the City reimbursing them for the costs incurred. Administrator Schlieve stated if there are additional funds left toward the end of the year, there may be a possibility to do some winter-themed plantings.
- Economic Vitality
 - Warzala's will be closing at the end of August/early September. The property owner has been contacted and is interested in using the space for the Pop-Up program.

- There is already a business identified that would be a good candidate for the program.
- Staff and Ms. Bishop met with UW-Extension for an informational meeting regarding the Downtown Market Analysis. A list of individuals was compiled that would be good additions to the work group. It is anticipated there will be 4-5 meeting with the work concluding in December.
- Organization
 - 2022 Operational Plan Update will start in July/August with a first draft available in September and approval in October.
- Promotions
 - The Famers Market started June 5th
 - The Wine Walk will occur on August 20, 2021. Tickets will go on sale this Friday.
 - Continuing to work with Nancy Vanderkin to plan the Winter Wonderland event in November

10. BID Assessment

Mr. DeJager led the discussion regarding this item. Currently, the state average for BID assessments is \$3.00/\$1,000. Mr. DeJager suggest with all of the effort to do more in the BID, including becoming a Main Street community, the adjustment needs to be made. The last time the BID assessment was adjusted was in the early-2000s

Ms. Bishop asked if a public hearing is required. Ms. Van Buren stated it is not but it is good practice to do so.

Motion made by Mr. DeJager and seconded by Mr. Leonard to hold a public meeting regarding raising the BID assessment, passing unanimously.

The group agreed that a strategic planning meeting to outline the public hearing will be done in September. Mr. DeJager, Mr. Leonard, and Ms. Ruch volunteered to be a part of that group.

11. Waupun Chamber of Commerce Update

In the absence of Mr. Dickhut, Administrator Schlieve provided the following updates:

- The Chamber Board had a productive meeting on June 8, 2021 that focused on setting a vision for the organization.
- The annual meeting will take place virtually this summer.
- If you, or someone you know, are interested in being on the Chamber Board, there are still vacant positions.

12. Administrator Update

Administrator Schlieve provided the following updates:

- Most of the recommendations of the streetscaping plan have been implemented. This year the focus will be updating the wayfinding signage in downtown. Work on this effort is underway.
- Conversations with the Chamber have begun regarding using their space to co-host a tourism office.
- Working on several industrial attraction projects and there will continue to be a workforce and housing issue.
- 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:

13. Potential Agenda Items

- Grant Updates
- Downtown Market Analysis Update
- BID Assessment Strategic Plan Update

14. Date of Next Scheduled Meeting

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

ADJOURNMENT

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