



MINUTES
CITY OF WAUPUN AMENDED - BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, January 08, 2020 at 7:00 AM

Committee Members Present:

- Krista Bishop
- Gary DeJager
- Jack Dunham
- Jan Harmsen
- John Karsten
- Rich Matravers
- Teresa Ruch
- Al Verhage

Committee Members Absent:

- Tyler Schulz
- JohnTheune

Waupun Chamber of Commerce:

Casey Despres Executive Director

Staff Present:

Kathy Schlieve Administrator
Sarah Van BurenCommunity & 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.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate

A motion to approve the agenda of the January 8, 2020 Business Improvement District meeting was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.

2. Approval of October 9, 2019 Minutes

A motion to approve the October 9, 2019 minutes was made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

3. Approval of December 2019 Financial Statement

A motion to approve the December 2019 financial statement was made by Mr. DeJager and seconded by Ms. Harmsen, passing unanimously.

4. Accept BID Board Resignation - John Theune

Mr. Theune submitted his resignation to the Business Improvement District Board, effective February 1, 2020. Mr. Matravers made a motion to recommend to the City Council to accept the resignation of Mr. Theune from the Business Improvement District and seconded by Mr. DeJager passing unanimously.

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

5. Rohn Bishop, Bishops Detailing - 307 E. Main St.

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

Rohn Bishop, Bishops Detailing, submitted a Façade Improvement Program application for the property located at 307 E. Main St. for the replacement of deck windows on the rear façade of the property. The total project cost is \$2,250.00. Staff recommends approval. Motion made by Mr. Karsten and seconded by Ms. Harmsen to approve 50% of the total project cost, not to exceed \$1,125.00. Motion passed 7-0 with one abstention.

Mr. DeJager stated there needs to be more clarity in funding requests to ensure staff and the Board members have all of the information needed to make the appropriate decisions that will make the much needed enhancements to downtown while meeting the mission of the BID and the goals of the Operating Plan.

Mr. Verhage also expressed the importance of maintaining the downtown design guidelines and the historic characteristic of the district.

DISCUSSION ITEMS:

6. Pop-Up Program Update

Ms. Van Buren provided an update on the Pop-Up program that is being modeled off the successful program used in Viroqua. The original intent was to start the program in the fall of 2020 but 1 downtown property owner expressed interested in having it start sooner. Staff agreed to launch a spring offering and the program will launch in April and culminating in July. It is still the desire to offer another program in the fall.

Ms. Schlieve added that the goal is to allow start-ups the opportunity to try out their business ideas and to see if the community will support the business. This will also give visitors a new reason to come downtown.

Mr. DeJager inquired as to how the market analysis would be used to help select potential businesses for the program. Ms. Schlieve responded that the analysis would not be in place for 2020 but would be for 2021.

Ms. Van Buren asked if a small group of volunteers would like to assist in the review and selection of businesses for the spring 2020 program. Mr. DeJager, Ms. Despres, and Ms. Ruch volunteered.

7. WEDC Main Street & Connect Communities Award Program

Ms. Van Buren referred to the attachment included in the agenda packet about the main Street & Connect Communities Award program. Based on the one award category Connect Communities is eligible for, staff recommended nominating the redevelopment activities that have occurred in the 300 Block of E. Main St. The Board members agreed.

Ms. DeJager left the meeting at 7:28 a.m.

8. Waupun Area Chamber of Commerce Update

Ms. Despres providing the following updates:

- a. The Chamber is working to grow the type of benefits offered to its members.
- b. The Waupunies will be held on February 6th starting at 5:30 pm at the Rock. Award nominations are being sought and tickets can be purchased on the Chamber website.
- c. The development of the Strategic Plan is going well and the Chamber is aligning with a variety of partners within the community (the City, the schools, etc.) to help make the community stronger.
- d. Applications are being accepted to fill various board vacancies.

9. Administrator Update

- a. Since the designation of the Historic Commercial District, numerous articles have been written in local papers and one to three projects are interested in utilizing Historic Tax Credits.
- b. Entrepreneurial development is a focus for the community and can be seen in a variety of ways.
 - Business Retention and Expansion is the primary focus.
 - City staff has been discussing ways to strengthen the existing businesses by meeting

with the technical colleges to learn more about the services they provide. As a result, FVTC will be providing training on GrowthWheel at the February 4th Masterminds session. The tools are used by individuals looking to start or grow a business to better understand their idea/business concept. GrowthWheel features an assessment tool to conduct a quick, 360-degree view of a business for better focus on where to make decisions, and act.

- Other activities include the need for a cross-marketing collateral piece for businesses.
- c. Streetscaping elements will start coming into the downtown this spring. The next area of focus is the development of wayfinding signage.
- d. The Housing Study and Needs Analysis is complete and will be presented to the Council at the end of January. To help address identified gaps, there may be possibilities to utilize TIF.
- e. A multi-family family development on Mayfair will start in the spring.
- f. The Facilities Advisory Committee has been meeting since the spring and has identified the priority project and the desired site. More work needs to be done to refine the project before seeking CDBG-Public Facilities funding.
- g. As part of the 2020 budget, the City will be exploring site readiness (certified sites).
- h. The City is still trying to reach out to Silgan to determine what their intent with the property is.
- i. Collaboration is key to the success of the City. Partnership opportunities are being explored with public safety and economic development.
- j. A show on the Horicon Marsh will be airing in the spring and Waupun is one of the three communities highlighted in it.
- k. With numerous BID board member terming off, or due to recent vacancies, new members are being actively recruited.

Mr. Matravers asked if there was a status on the soybean facility. Administrator Schlieve stated the current tariff conversation has put a halt to the project and the City let the option on the land expire.

ADVANCED PLANNING:

10. Possible Future Agenda Items

- a. Update on pop-up

11. Date of Next Scheduled Meeting

The next meeting is scheduled for February 12, 2020.

ADJOURNMENT

The motion to adjourn was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously. The meeting adjourned at 7:45.a.m.