



MINUTES
CITY OF WAUPUN AMENDED – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Zoom
Wednesday, January 13, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Kate Bresser
Gary DeJager
Jan Harmsen
Jonathan Leonard (arrived 7:05 am.)
Jodi Mallas
Rich Matravers
Teresa Ruch
Tyler Schulz

Committee Members Absent:

Austin Armga

Staff Present:

Kathy Schlieve Administrator
Sarah Van BurenCommunity & 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. Matravers and seconded by Ms. Harmsen, passing unanimously.

2. Approval of December 9, 2020 Minutes

A motion to approve the December 9, 2020 minutes was made by Mr. DeJager and seconded by Mr. Matravers, passing unanimously.

3. Approval of December 2020 Financial Statement

Ms. Van Buren highlighted the ending balance will be \$2,000 lower once reimbursement for the Gysbers project occurs. The large amount of “carryover” is due to small balances remaining in the Façade Improvement Grant program and the beautification program. The remaining funds being carried over are for the Pop-Up program (since it spans two calendar years) and the downtown market analysis that we deferred to 2021. Ms. Van Buren will work the accountant to allocate those dollars to the same budget categories for 2021 and that will be reflected on the January 2021 financial statement.

A motion to approve the December 2020 financial statement was made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

PRIOR OUTSTANDING APPLICATIONS:

4. Kate Bresser – Gysbers Jewelry (305 E. Main St.)

Ms. Bresser stated the project was completed in December 2020. Copies of paid receipts are being submitted today to the City for reimbursement.

DISCUSSION ITEMS:

5. Main Street Update

Ms. Van Buren provided an update of the work group progress since the December 9, 2020 BID meeting. Included in the packet was a proposed structure for a City-led Main Street program with subcommittee description of members and responsibilities. Ms. Van Buren stated the vision of the group that each committee would be no more than five people, have at least 1 BID board member on each subcommittee, and invite others that have the knowledge, skill, abilities, and passion for the work being done. The Main Street is looking for guidance on how to proceed.

Questions were brought up regarding the Chamber involvement since much of the work they do aligns with the work of the Main Street. With the Chamber being a membership-based entity, it is important to remember that the work of the Main Street is much broader. There are opportunities to collaborate with organizations like the Chamber, tourism, etc. to move the work of the program forward.

Administrator Schlieve emphasized the importance of having the economic vitality group be led by the business community, with at least one BID Board Member. Mr. Shultz volunteered to be a part of that committee when the time is appropriate.

A motion to approve the proposed City-led structure was made by Ms. Harmsen and seconded by Mr. Leonard, passing unanimously.

6. Administrator Update

Administrator Schlieve provided the following updates:

- Staff has been working ways to restructure the CDA funding structure to be discussed at the the next CDA meeting. The proposed changes, if approved, will reduce duplication of efforts between the BID and CDA and to create a bigger impact within TID #3 before the expenditure period expires.
- WEDC has the Community Development Investment (CDI) program that would help offset 25% of a project (up to \$250,000). Staff would like to be able to take advantage of the program within the community and asked Board members if they have any interest to reach out to Administrator Schlieve or Ms. Van Buren.
- A second round of PPP funding has been made available with the passage of the latest round of stimulus funding. Staff is still learning more about it but will pass along information shortly.
- Administrator Schlieve asked for feedback on ways the City can do a better job at disseminating information so businesses do not miss opportunities. This topic was brought up since Cultivate does not receive many “opens”. Mr. DeJager said he feels the City does a good job at informing businesses on the various opportunities. Ms. Harmsen and Mr. Leonard wondered if the businesses could receive a “text” altering them of new, timely information. Administrator Schlieve mentioned that the City does have this type of capability but we would need to look into it more on how to use it for these purposes.
- There have been a couple of business closures due to COVID impacts. If Board members are aware of any business that are struggling, please reach out to staff.
- The City is seeking an Energy Innovation Grant from the Public Services Commission to replace the boiler system in City Hall. If awarded, this will influence the timing of proposed work for a senior center.
- The McKinley Street property is by the City and a redevelopment plan/path moving forward will need to be developed. With the extension of TID #1 opens up funding to utilize toward affordable house and there may be an opportunity to use this toward McKinley property.
- Parking continues to be an issue on the north side of the 300 block of E. Main. This is a focus area for the CDA to address.
- Administrator Schlieve is actively engaged with IGNITE Network and new opportunities for entrepreneurial support are being developed and will be shared when more details are available.

Mr. DeJager asked for an update on the Pop-Up program. Administrator Schlieve stated the business is doing well and the owner is pleased with the support from the community. Administrator Schlieve and Ms. Van Buren will be meeting with the owner to see what the future of the business will be beyond the program. The business owner has previously expressed interested in staying in the space.

ADVANCED PLANNING:

7. Potential Agenda Items

- Grant Requests, if any
- Main Street Update

- Future BID Funding Structure

8. Date of Next Scheduled Meeting

The next meeting is scheduled for February 10, 2021 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. Schulz and seconded by Ms. Harmsen passing unanimously. The meeting adjourned at 7:38 a.m.