



MINUTES
CITY OF WAUPUN BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street,
Waupun WI
Wednesday, August 14, 2019 at 7:00 AM

Committee Members Present:

- Krista Bishop
Gary DeJager
Jan Harmsen
John Karsten
Rich Matravers
Teresa Ruch

Committee Members Absent:

- Jack Dunham
JohnTheune
Al Verhage
Tyler Schulz

Staff Present:

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

Audience Present:

- Tana Barsch ..... Our Bar
Bob Barsch ..... Our Bar

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.

1. Approval of Consent Agenda

- A. Approval of July 10, 2019 Minutes
I. A motion to approve the July 10, 2019 minutes was made by Mr. Matravers and seconded by Mr. Karsten, passing unanimously.
B. July Financial Statement
I. A motion to approve the July financial statement was made by Ms. Harmsen and seconded by Mr. DeJager, passing unanimously.

2. New applications for Review and Consideration

- A. Tana Barsch, Our Bar, submitted a Façade Improvement Program application for the property located at 433 E. Main St. for the installation of new sleeves to reflect the new logo on the signage. The total project cost is \$2,610.18. Staff recommends approval. Motion made by Mr. Karsten and seconded by Mr. Matravers to approve 50% of the total project cost, not to exceed \$1,305.09, passing unanimously.

### 3. Discussion Items

#### A. Recap of July 2019 Visioning Session with Errin Welty

- I. Ms. Van Buren and members of the BID provided a summary of the discussion and activities that came out of the session facilitated by Ms. Welty, Downtown Development Program Manager at WEDC. The discussion will assist both the BID and CDA in setting priorities for the upcoming year. A summary will be included in the agenda packet for next month's meeting.
- II. Members of the board who attended the visioning session also gave their impressions of the event

#### B. Update on 2020 Operational Plan

- I. Ms. Van Buren stated the discussion from the visioning session with Ms. Welty would provide the framework for the development of the 2020 Operating Plan and budget. Ms. Ruch, Ms. Despres, Mr. DeJager volunteered to assist with the development of the 2020 Operating Plan and budget. Rohn Bishop has confirmed that he would like to continue being involved from the property owner perspective. Ms. Van Buren will work with these members to identify a date to meet and the draft 2020 Operating Plan will be presented at a future BID meeting.
- II. Ms. Bishop would like to have this small group meet prior to the September meeting so the draft document can be on the agenda for discussion by the larger group.

#### C. Chamber of Commerce Update

In the absence of Ms. Despres, Administrator Schlieve stated the Chamber is seeking an outside facilitator to help with strategic visioning. She will make sure there is a voice from the BID when this activity occurs.

#### D. Administrator Report

- I. A historic tax credit workshop was held on July 15 2019 with about 10 attendees. City staff is still waiting to hear back on the status of the National Historic Commercial District designation. Staff is also currently researching becoming a certified local government that will open the City up to additional funding opportunities.
- II. An update was provided regarding transitions occurring in the downtown. Currently there are nine commercial building are for sale. Staff is researching creating an entrepreneurial pop-up program in 2020 based on what other communities in the state have done.
- III. An update on the streetscaping efforts in downtown were discussed. The mural has been installed but due to construction installation of other streetscaping, elements have been delayed due to construction. Tweaks are also being made to the banners due to the recent historic district designation. Next year additional elements like a self-serve visitor kiosk, and its placement, will be considered.
- IV. There is been a lot of discussion regarding regional economic development partnerships. Currently the City is aligned with Envision Greater Fond du Lac, but staff is also looking to see if alignment with MadRep or Thrive makes better sense.
- V. At the August 13, 2019 Council meeting, a contract with Cedar Corporation was approved to conduct a housing study and needs analysis. As part of their work, input will be sought from business

stakeholders to give the City a better sense of workforce housing needs.

- VI. Dodge County will be applying for grants to help with broadband expansion.
- VII. A mill and overly will be impacting portions of Brandon Street, Edgewood, Fond du Lac Street, and Jefferson. It is anticipated to be completed by early fall.

#### **4. Advanced Planning**

- A. Possible future agenda items
  - I. New application(s), if any
  - II. Establish a direction for the BID through update of the Operational Plan
  - III. Review of ordinances pertaining to the BID
- B. Date of next schedule meeting
  - I. The next meeting is scheduled for September 11, 2019

#### **5. Adjourn**

The motion to adjourn was made by Ms. Harmsen and seconded by Mr. DeJager, passing unanimously. The meeting adjourned at 7:46.a.m.