



A G E N D A
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
In-Person & Teleconference
Tuesday, June 15, 2021 at 8:00 AM

Committee Members Present:

Gary DeJager
Julie Nickel
Sue VandeBerg
Jill Vanderkin
Nancy Vanderkin

Committee Members Absent:

Derek Drews
Cassandra VerHage

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Staff Present:

Jonathan Leonard Thrivent Financial
Ashley VandeKolk The Parlor Hair Boutique

CALL TO ORDER

Mayor Julie Nickel called the meeting of the Community Development Authority to order at 8:00 a.m.

ROLL CALL

Roll call and quorum determined.

PERSONS WISHING TO ADDRESS THE COMMUNITY DEVELOPMENT AUTHORITY

None.

CONSIDERATION - ACTION

1. Approval of Agenda/Motion to Deviate

A motion to approve the agenda was made by Mr. DeJager and seconded by Ms. J. Vanderkin, passing unanimously.

2. Approval of May 18, 2021 Community Development Authority Minutes

A motion to approve the May 18, 2021 Community Development Authority minutes was made by Ms. VandeBerg and seconded by Ms. J. Vanderkin, passing unanimously.

3. Approval of May 2021 Financial Statement

A motion to approve the May 2021 financial statement was made by Ms. N. Vanderkin and seconded by Mr. DeJager, passing unanimously.

DOWNTOWN REVITALIZATION GRANT REQUEST

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

Due to a conflict of interest, Ms. J. Vanderkin will recuse herself from the vote.

Ashley VandeKolk provided a summary of the Downtown Revitalization grant application for the property located at 8 W. Main Street. The project will install a projecting sign. The total project cost is \$900. The BID approved the request for a Façade Improvement Program grant at their June 9, 2021 meeting for 50% of the total project cost not to exceed \$225.

Staff recommends approval of contingent on the Plan Commission approval of the conditional use permit at their June 16, 2021 meeting.

A motion to approve up to 50% of eligible non-BID funded expenses, not to exceed \$225, contingent on conditional use permit approval was made by Mr. DeJager and seconded by Ms. VandeBerg. The motion passed 4-0 with one abstention.

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

In the absence of Ms. VerHage, Administrator Schlieve presented a summary of Ms. VerHage's Downtown Revitalization grant 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. The BID approved the request for a Façade Improvement Program grant at their June 9, 2021 meeting for 50% of the total project cost not to exceed \$2,000.

Staff reminded the group that the design for this project was approved at the April 20, 2021 CDA meeting and recommends approval of 50% of the eligible non-BID funded expenses, not to exceed \$2,935.86.

A motion to approve up to 50% of eligible non-BID funded expenses, not to exceed \$2,935.86 was made by Mr. DeJager and seconded by Ms. J. Vanderkin, passing unanimously.

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

Mr. Leonard presented a summary of his Downtown Revitalization grant 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 \$11,000. The BID approved the request for a Façade Improvement Program grant at their June 9, 2021 meeting for 50% of the total project cost not to exceed \$2,000.

Mr. Leonard stated that due to the lack of an available contractor, the brickwork included in the application would not be done. The new total project cost is \$10,000. Ms. Van Buren mentioned the total project cost for the project was lower on the application that the BID considered at their June 9, 2021 meeting and asked what else has changed with the project. Mr. Leonard said the contractor has indicated additional work around the windows will be needed.

Staff recommends approval of 50% of eligible non-BID funded expenses, not to exceed \$4,000.

A motion to approve up to 50% of eligible non-BID funded expenses, not to exceed \$4,000 was made by Mr. DeJager and seconded by Ms. VandeBerg, passing unanimously.

DISCUSSION ITEMS

7. Downtown Market Analysis Update

Staff and Krista Bishop, BID Board Chair, 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.

8. Administrator Report

Administrator Schlieve provided the following updates:

- A location for the 2021 Pop-Up program has been identified. Two businesses have expressed interest in the program. Promotion of the opportunity will begin soon.
- Due to frost and extreme heat, some of the Main Street planters are not looking good. Business will be allowed to supplement the planters.
- 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

9. Possible Future Agenda Items

- Grant requests, if any

- Downtown Market Analysis Update

10. Date of Next Scheduled Meeting

The next meeting is scheduled for July 20, 2021 at 8:00 a.m.

ADJOURNMENT

A motion to adjourn was made by Ms. N. Vanderkin and seconded by Ms. J. Vanderkin, passing unanimously. The meeting adjourned at 8:22 a.m.