



MINUTES
CITY OF WAUPUN AMENDED – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, September 9, 2020 at 7:00 AM

Committee Members Present:

- Austin Armga
- Krista Bishop
- Gary DeJager
- Jonathan Leonard (arrived at 7:05 a.m.)
- Jodi Mallas
- Teresa Ruch
- Tyler Schulz

Committee Members Absent:

- Kate Bresser
- Jan Harmsen
- Rich Matravers

Staff Present:

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

Waupun Area Chamber of Commerce:

- Casey Despres Executive Director

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 was made by Mr. Schulz and seconded by Mr. DeJager, passing unanimously.

2. Approval of August 12, 2020 Minutes

A motion to approve the August 12, 2020 minutes was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

3. Approval of August 2020 Financial Statement

A motion to approve the August 2020 financial statement was made by Mr. Schulz and seconded by Ms. Mallas, passing unanimously.

PRIOR OUTSTANDING APPLICATIONS:

4. Scott Aylesworth – House to Home Properties (314 E. Main St.)

Ms. Van Buren provided the members a status of Mr. Ayelsworth’s project. The additional repairs that were need in order to complete the painted was completed at the expense of Mr. Aylesworth. The sign was to be installed the week of August 31· 2020 weather dependent but unfortunately was not. This project is set to expire September 10· 2020 and Ms. Van Buren requested the Board consider a one-month extension in order to allow final receipts to be submitted.

A motion to extend the grant for 30 days to allow for the installation of the sign and reimbursement of funds

was made by Mr. Schulz and seconded by Ms. Ruch, passing unanimously.

5. Victoria Tripp – House of Handcrafters (11 N. Madison St.)

Ms. Van Buren stated the work is complete and reimbursement occurred the week of August 31, 2020.

DISCUSSION ITEMS:

6. Pop-Up Waupun Update

Information regarding the Pop-Up Waupun program was shared with the Board. The selected business owner has been informed of their selection to the program. The potential space in the Masonic Lodge building requires some repairs and will delay the start of the program. The selected business owner will be walking through the property this evening to get a better feel of space to determine needs for set-up. Because of the potential delays of the space, staff is looking into alternate locations.

7. Draft 2021 Work Plan

Ms. Van Buren stated Mr. DeJager, Ms. Despres, Ms. Ruch, and Ms. VerHage (CDA) member met on August 19, 2020 to discuss the development of the 2021 Operating Plan and budget. The group decided to keep the goal and objectives the same. A draft budget was included in the agenda packet.

8. Waupun Area Chamber of Commerce Updates

- September is National Chamber of Commerce Month. The Chamber is providing discounts on memberships and enhancements to the [gift card program](#) are being offered this month.
- Continuing to work on strategic plan for the organization.
- Developing more opportunities for non-revenue events and moving toward offering more educational opportunities with partnerships with the City and WDP.
- Garden of Herb, an online CBD retailer, a new Chamber member, is looking to occupy space within downtown.
- The City Council approved the Chamber to have mini-markets in the month of October, weather dependent.

9. Administrator Update

Administrator Schlieve provided the following updates:

- During the September CDA meeting, a visioning session will be held to help develop a framework for the future. A summary of this will be brought to a future BID meeting but BID members are also invited to participate.
- Earlier this year, the Council approved a facilities study that identified priorities for the City, specifically the senior center. The group identified a potential location for a new facility but the option for the location no longer exists. The Facilities Advisory Committee will be meeting soon to discuss other potential opportunities for the senior center.
- The banners have been installed and furnishings are being finalized. Next year's priorities for implementing the streetscaping plan will focus on planer designs, greenspace enhancements, and wayfaring signage.
- On the tourism front, the City is anticipating an 80% drop in revenues and it is expected to carry over into 2021. This puts an additional strain on the City's budget. At the same time, we need to build upon tourism efforts. The improvements the historical society has made to the Carnegie building will be an additional asset to the downtown.
- Prior to COVID, staff was working with UW-Extension Fond du Lac County to bring entrepreneurship training to the community. As a new date is determined, more information will be passed along.
- Start-Up Wisconsin week is November 8-11, 2020. During the week, many different programming opportunities will be available throughout the region. Staff is working with the Venture Center at Fox Valley Technical College to bring programming specifically geared toward entrepreneurs ages 50+
- Staff will be working on an affordable housing resolution to carry over TIF 1 an additional year.
- Development of the 2021 continues.

ADVANCED PLANNING:

10. Potential Agenda Items

- Pop-Up Waupun Update
- Approval of 2021 Operational Plan

11. Date of Next Scheduled Meeting

The next meeting is scheduled for October 14, 2020 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Ms. Ruch and seconded by Mr. Schulz passing unanimously. The meeting adjourned at 7:36a.m.