



**MINUTES**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT**  
**Waupun City Hall – 201 E. Main Street, Waupun WI**  
**Tuesday, April 15, 2025 at 7:00 AM**

Meeting called to order at 7:02 am by Board Chairperson Gary DeJager.

Roll call taken. Members present Teresa Ruch, Tyler Schulz, Gary DeJager, Bryan Yohn, Mitch Greenfield, Craig Much, Rich Matravers, Jodi Mallas, and Steve Daute (online). Absent and excused Katie Bohn. Also present are Mayor Bishop, Administrator Schlieve, Raina Lyman (Envision Greater Fond du Lac), and Assistant Administrator, Casey Langenfeld.

Motion Greenfield, second Ruch to adopt the agenda as presented. Carried unanimously.

Motion Much, second Greenfield to approve the consent agenda, including Minutes from December 17, 2025 BID meeting and financials for December 2024, and January, February and March 2025 as presented. Carried unanimously.

Bobbi Jo Kunz is present to discuss her application for 432 E Main Street for Home Sweet Home Real Estate. The question is to replace the front door of the building in the amount of \$3,740. Total grant request is \$1870. Motion Much, second Schulz, to approve a matching grant capped at \$1,870 as presented.

Raina Lyman, Envision Greater Fond du Lac, provides an update for Waupun Business Alliance, highlighting free small business marketing workshops offered this year, a 90x90 session coming up at Hoya Hop House on April 30, and dates from the WBA golf outing.

Administrator Schlieve provides a general update on development, highlighting the following:

- Janelle Kartechner and Lauren Tillema, owners of Stone & Suede, were recognized as Entrepreneur of the Year in Fond du Lac County. Make sure to congratulate them if you see them.
- WRNC Opportunity Fund announced. The WRNC Business Opportunity Fund is a regional financial assistance program designed to empower small businesses in the Cities of Waupun and Ripon and the Villages of North Fond du Lac and Campbellsport. This initiative—supported in part by a Small Business Development Grant from WEDC focuses on enhancing local economies through two targeted capital seed funds as follows:
  - WRNC Startup Fund: \$10,000 for new businesses with fewer than 25 employees (cannot relocate from another community)
  - WRNC Expansion Fund: \$25,000 to help growing businesses (fewer than 25 employees) that are ready to expand their footprint, add jobs, or invest in new equipment
  - Both tracks include a revolving low-interest loan and forgivable grant component for businesses that meet specific milestones like opening, job creation, or revenue growth
  - Applicants are required to receive technical assistance from Envision Greater Fond du Lac to ensure readiness of their business plans.
  - Each of the representative communities and a representative from Envision sit on the review board.
  - Funds need to be disbursed by 12/31/26 and we are working with several entrepreneurs who could benefit from this program now.
- IGNITE Rural, a business accelerator, focused on the rural areas of Fond du Lac County, was announced and will launch this fall with the opportunity for startups to pitch their idea and win significant prize

money to support their business plan. Target start is mid-September. Marketing material is being finalized for this program now and I will share full details when that is available.

- First Fridays of Summer Downtown – food, entertainment with the exception of July 4, which is moved to July 11 due to the holiday.
- North Alley Update: Acquiring 18A N Madison (block building in the center of parking lot; Engineering and will be meeting with building owners to discuss private improvements from alley to building)
- 301 E Main St – Sale is progressing slowly.
- Closed on Carver Flats deal last week – anticipate groundbreaking in June for multi-family complex near the travel plaza.
- CDA – discussing placemaking / public art installation as part of their plans for 2025.

Motion Much, second Ruch to adjourn meeting. Carried unanimously. Meeting adjourned at 7:16 am.