



MINUTES
CITY OF WAUPUN – BUSINESS IMPROVEMENT
DISTRICT MEETING
In-Person & Teleconference
Wednesday, May 12, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Kate Bresser
Terri Crisp
Gary DeJager (arrived 7:07 a.m.)
Jonathan Leonard
Rich Matravers (left at 7:45 a.m.)
Teresa Ruch (arrived at 7:05 a.m.)
Tyler Schulz

Committee Members Absent:

Austin Armga
Jodi Mallas

Waupun Area Chamber of Commerce

Zac Dickhut (arrived at 7:04 a.m.) Interim Executive Director

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Other:

Andrea Oosterhouse The Clothing Pallet

CALL TO ORDER:

Ms. Van Buren called the meeting to order at 7:00 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

Ms. Van Buren informed the group that item 5 on the agenda should read "Selection of the Day of Month and Time of Business Improvement District Board Meetings".

A motion to approve the agenda, as amended, was made by Mr. Matravers and seconded by Ms. Bishop, passing unanimously.

2. Recognition of Mayoral Appointment of Members of the Business Improvement District

Recognition of Ms. Crisp to the BID Board is heard.

3. Nominations and Appointment of Chair of the Business Improvement District

A motion to appoint Ms. Bishop as Chair of the BID Board was made by Ms. Bishop and seconded by Ms. Bressar. A motion to appoint Mr. DeJager as Chair was made by Mr. Schulz and seconded by Mr. Leonard. Through a roll call vote, Ms. Bishop was appointed Chair by a 4-2 vote.

4. Nominations and Appointment of Vice-Chair of the Business Improvement District

A motion to appoint Ms. Ruch as Vice-Chair of the BID Board was made by Ms. Bishop and seconded by Mr. DeJager, passing unanimously.

5. Selection of the Day of Month and Time of Business Improvement District Board Meetings

A motion to continue with the second Wednesday at 7:00 a.m. for holding the monthly meeting was made by Mr. Schulz and seconded by Mr. DeJager, passing unanimously.

6. Approval of March 10, 2021 Minutes

A motion to approve the March 10, 2021 minutes was made by Mr. Matravers and seconded by Mr. Schulz passing unanimously.

7. Approval of the March 2021 Financial Statement

A motion to approve the March 2021 financial statement was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.

8. Approval of April 2021 Financial Statement

A motion to approve the April 2021 financial statement was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.

9. 2021 Business Improvement District Audit

As required by Wisconsin Statutes regulating Business Improvement Districts, Baker Tilly completed the 2020 Waupun Business Improvement District audit, as part of the City's annual audit process. No material modifications to the financial statements were needed in order to comply with accounting principles.

A motion accepting the 2020 audit was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

10. Maria Ruissen – The Clothing Pallet (18 N. Madison St.)

In the absence of Maria Ruissen, co-owner of The Clothing Pallet, Andrea Oosterhouse presented their request for funding from the Façade Improvement Program application for the property located at 18 N. Madison St. The project will be installing new windows, painting the exterior of the building, and installing a new sign and new lighting. The total project cost is \$11,438.56. Staff recommends approval. Motion made by Mr. Leonard and seconded by Mr. Schulz to approve 50% of the total project cost, not to exceed \$2,000, passing unanimously.

DISCUSSION ITEMS:

11. 2021 Operational Plan Updates

- Design
 - Adopt-A-Planter participants will receive their planters the morning of May 25th.
 - After working with the Terri Costello, the Main Street Planters will contain grass, petunias, and sweet potato vines. High school students will once again be able to do the plantings. Planting day will be the afternoon of May 25th.
- Economic Vitality
 - Still looking for space to be able to hold the 2021 Pop-Up program.
 - Three proposals were received, and interviews were conducted, for the Downtown Market Analysis. Through this process, staff feels the proposal from UW-Extension best aligns with the goal of this activity. Administrator Schlieve shared an example of their work that was done for Sauk Prairie. The group feels the work is important and looks forward to working on this effort with UW-Extension staff.
- Organization
 - 2022 Operating Plan will need to start being worked on this summer so will be engaging the small working group.
- Promotions
 - The Waupun Downtown Promotions Committee have the following upcoming events:
 - Farmers Market will start June 5th. Casey has been hired as the Farmers Market manager.
 - Wine Walk is being planned for August 20th
 - Group has been brainstorming ideas on how to bring more family friendly activities to the downtown.
 - Discussion with Nancy Vanderkin regarding 2021 Winter Wonderland. Currently the event is scheduled for November 12-14.
 - Work has started on the Discover Waupun website. Every downtown business will be listed with links to their respective websites. There will also

be a section for specials being offered and job opportunities.

12. Waupun Chamber of Commerce Update

Mr. Dickhut provided the following updates:

- Open house yesterday – descent participation and to get a feel as to what the chamber members are looking for in 2021
- Board currently has 5 vacancies.
- Annually meeting will be planned soon and will hopefully be able to get more board members.
- New chamber space has been updated. Fine Arts group is interested in also interested in sharing the space with monthly artist highlighting their art. Hope this is a start of more collaboration between entities that have shared goals
- Idea – also of businesses/spaces used to be two store fronts and might be something to take into consideration for future

13. Administrator Update

Administrator Schlieve provided the following updates:

- At the April CDA meeting, the board approved one Downtown Small Business COVID-19 Technology Grant, one Downtown Revitalization Grant, and three Downtown Targeted Reinvestment Grants All of the proposed projects will be bringing big, positive changes to our Downtown
- Continue to look at broader state programs to facilitate work in our downtown.
- Wayfinding signage was put on hold in 2020 due to COVID. The goal for 2021 is to design and install the new signage throughout the City.
- Our tourism partner, Destination Lake Winnebago Region, will be coming back to our community to film more tourism videos to help market our assets.
- Staff is reaching out and collaborating with eligible entities on the Restaurant Revitalization Fund and continues to research other opportunities identified in the ARPA legislation.
- Working on several industrial attraction projects and there will be continue to be a workforce issue and housing issue.

ADVANCED PLANNING:

14. Potential Agenda Items

- Grant Requests, if any

15. Date of Next Scheduled Meeting

The next meeting is scheduled for June 9, 2021 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. DeJager and seconded by Ms. Bishop passing unanimously. The meeting adjourned at 7:50 a.m.