



MINUTES
CITY OF WAUPUN BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street,
Waupun WI
Wednesday, June 12, 2019 at 7:00 AM

Committee Members Present:

Krista Bishop
Gary DeJager
Jack Dunham
Jan Harmsen
Rich Matravers
Teresa Ruch
Tyler Schulz

Committee Members Absent:

John Karsten
John Theune
Al Verhage

Staff Present:

Kathy Schlieve..... Administrator
Sarah Van Buren..... Economic Development Coordinator

Waupun Chamber of Commerce Present:

Casey Despres... Executive Director

Audience Present:

Jack Qualmann.....Q-Tronics

Call to Order

In the absence of Vice-Chair Verhage, 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

Jack Qualmann wants to know if the BID has considered signage (directional) for the construction project and advertising. From his prospective, his business has been impacted and he is not the only one that is struggling.

1. Recognition of Mayoral Appointment of Members to the Business Improvement District Board

Recognition of Mr. Gary DeJager and Mr. Tyler Schulz to the BID Board is heard.

2. Nominations and Appointment of Chair of the Business Improvement District Board

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

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

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

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

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

5. Approval of April 10, 2019 Minutes

A motion to approve the April 10, 2019 minutes was made by Mr. Matravers and seconded by Ms. Ruch, passing unanimously. Rich/Teresa approved unanimously.

6. May 2019 Financial Statement

A motion to approve the May Financial Statement was made by Ms. Harmsen and seconded by Mr. DeJager, passing unanimously.

7. 2018 Business Improvement District Audit

As required by Wisconsin statutes regulating business improvement district, Baker Tilly completed the 2018 Waupun Business Improvement District audit, as part of the City's annual audit process. On behalf of Ms. Kast, City Accountant, Ms. Van Buren stated no material modifications to the financial statements were needed in order to comply with accounting principles. City staff recommend accepting the 2018 Business Improvement District Audit. A motion accepting the 2018 audit was made by Mr. Schulz and seconded by Mr. Matravers, passing unanimously.

8. New applications for Review and Consideration

- A. Jack Qualmann, Q-Tronics, submitted a Façade Improvement Program application for the property located at 313 E. Main St. for the replacement of one window due to a crack on one of the front windows. The crack started in the winter but due to construction on Madison, the vibrations have caused the crack to become worse. If replacement is delayed any longer, the structure integrity of the façade will be compromised. The total project cost is \$890. Staff recommends approval. Motion made by Ms. Harmsen and seconded by Mr. Schulz to approve 50% of the total project cost, not to exceed \$445, passing unanimously.

9. Prior Outstanding Applications

- A. Ms. Van Buren stated Jesus Vengas Gutierrez, Mateo's Café & Restaurant, completed the procurement and installation of signage. Reimbursement has occurred, as demonstrated in the May financial statement. The restaurant opened May 20, 2019, business has been good and the customers have been happy with the service and quality of food.

10. Historic District Designation

Ms. Van Buren provided an update on the Historic Commercial District designation and upcoming training opportunity on the use of Historic Tax Credits (HTC). Funding from the BID and CDA are not enough when it comes to the needs of downtown property owners,

specifically for items like roofing repairs and HVAC. This designation allows property owners to utilize HTC's for such work.

Ms. Schlieve stated that a recommendation identified in the Comprehensive Plan is to obtain certified local government status. Becoming a certified local government would open the City up to additional funding opportunities. Staff will look into the requirements of obtaining this status.

11. Waupun Chamber Update

Ms. Despres providing the following updates:

- A. "Brave the Barrels"
 - i. The Mayor is doing videos with participating businesses to discuss promos and sales offered during the project.
 - ii. Six additional businesses have signed up to participate in the program.
 - iii. The drawing for the first winner will occur in mid-July.
 - iv. BID Board members discussed the need for enhanced social media and signage in other parts of the community to not only provide an update on the project but also detours. Ms. Schlieve stated she would work with Ms. Daane to discuss options.
- B. Trivia Night
 - i. The Chamber will be hosting its first ever Chamber night on July 18th from 6-9pm at Jud's Bowling Alley. For more information, please visit the Chamber's Facebook page.

12. Administrator Update

Administrator Schlieve provided the members an update on the following:

- A. An update was provided regarding transitions occurring in the downtown. K's Boutique will be moving at the end of the month to 317 E. Main St. The former owner has moved to the industrial park. A new tenant is coming to 425 E. Main St. Warzala's Rustic Design opened May 3, 2019 in the space formerly occupied by Riel's Carpet and Vacuum.
- B. Errin Welty, from WEDC, will be coming to the July BID meeting to discuss visioning, as well as ways to better connect resources and increase effectiveness between the BID and CDA.
- C. City Staff has been working the Chamber to offer more entrepreneurial training opportunities. A survey will be going out shortly.
- D. 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.
- E. The City submitted an AARP Community Challenge grant request for pedestrian project back in April. It is anticipated a decision will be made this week as to if the City was awarded the funding.
- F. Silgan will be closing November 8, 2019. Staff is still trying to find out more information as to the true impact of the closure and ways to assist displaced workers.
- G. Due to the tariff discussions, the land option expired on the property slated for the soybean processing facility. The city will not be actively marketing this land again.
- H. Envision Greater Fond du Lac continues working on gathering the needed support for its new talent led economic development strategy. Envision staff will be meeting with businesses to explain the plan to help raise the needed investments to implement the plan.

13. Possible Future Agenda Items

- A. New application for consideration.
- B. Visioning session with WEDC

14. Date of Next Scheduled Meeting

The next meeting is scheduled for July 10, 2019 at 7am

15. Adjourn

The motion to adjourn was made by Mr. Schulz with a second by Ms. Ruch. The motion passed unanimously, and the meeting was adjourned at 7:38 a.m.