



MINUTES
CITY OF WAUPUN BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street,
Waupun WI
Wednesday, October 9, 2019 at 7:00 AM

Committee Members Present:

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

Committee Members Absent:

Jack Dunham
John Karsten
JohnTheune
Al Verhage

Waupun Chamber of Commerce:

Casey Despres..... Executive Director

Staff Present:

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

Call to Order

Chair Bishop called the meeting to order at 7:01 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. A motion to approve the agenda of the October 9, 2019 Business Improvement District meeting was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.
2. Approval of September 11, 2019 Minutes
 - a. A motion to approve the September 11, 2019 minutes was made by Mr. Schulz and seconded by Mr. DeJager, passing unanimously.
3. September Financial Statement
 - a. A motion to approve the September financial statement was made by Mr. Schulz and seconded by Ms. Harmsen, passing unanimously.
4. 2020 BID Operational Plan
 - a. Ms. Van Buren stated the BID Operating Plan working group met on September 18th to develop a proposed budget to go along with the previously identified objectives and strategies for 2020. Ms. Van Buren went through the budget and

the rationale behind the numbers. The BID assessment for 2020 will be \$17,287.50, which is a \$72 increase from 2019. It is also projected that over \$9,500 will be carried over from 2019 into 2020. This leaves the total proposed revenues for 2020 to be \$26,847.19. The working group felt that all carryover funds from 2019 be placed in the proposed market analysis (under strategy 3).

- b. Mr. Matravers asked if more Façade Improvement Grant requests came in what would happen with the proposed budget. Ms. Van Buren stated the amount in the market analysis line item would be reduced. Ms. Harmsen asked what would happen if more than \$8,000 in Façade Improvement Grants requests came in during 2020. Mr. DeJager said the small working group felt that the amount was capped and if any request came in after the amount has been expended it would be considered in the following year or the business owner could go the CDA with their request. Mr. DeJager, Ms. Despres, and Ms. Ruch all express their support for the proposed activities and expenditures citing the work is important and will help expand the reach of all entities (BID, CDA, and Chamber) working to make downtown better.
- c. A motion to approve the 2020 BID Operational Plan was made by Mr. DeJager and seconded by Ms. Harmsen, passing unanimously.

5. Discussion Items

- a. Chamber of Commerce Update
 - i. Important dates and events were discussed:
 - Halloween on Main is October 26, 2019 from 2-4pm. 44 business have signed up to take part in the event. This is an increase from 32 in 2018.
 - Scarecrow Contest will be hosted by the Downtown Promotions Committee in conjunction with Halloween on Main. Registration forms must be submitted by 12pm on October 25th to Teresa at Rock River Eyewear or Sue VandeBerg at I2i Coordinators.
 - Chamber Feud is November 7, 2019 at the Rock from 5:30-8pm
 - The second drawing for Brave the Barrels will occur on November 25, 2019.
 - Small Business Saturday will be November 30, 2019 from 10-4pm
 - Ho Ho Holiday hours for downtown businesses will be December 5, 12, and 19. It is the hope that with expanded evening hours on Thursdays during the holiday season it will promote more foot traffic into the business.
 - Avenue of Angels will be December 3-6, 2019
 - ii. Ms. Despres continues to meet with the Waupun area businesses. During the month of September. Two new members (Moraine Credit Union and Glamor II) to the Chamber occurred because of her visits.
 - iii. Chamber Cheers:
 - Tom Dooley had a 25th Anniversary Chamber Cheers with good turnout. This was the first time a Chamber Cheers was for an anniversary of a business. The Daily Citizen will also be doing an article about their anniversary.
 - Horicon Bank will have their Chamber Cheers on October 22, 2019
- b. Administrator Report
 - i. The 2020 budget process for the City has begun and the first draft was presented at the October 8, 2019 meeting.
 - ii. TID budgets are being developed and this guide the work/budget of the CDA for 2020.

- iii. November 5, 2019 will be the next Mastermind course and it is proposed that the topic will be on cooperative marketing.
- iv. The decision by the National Park Service regarding the national designation of the Historic Commercial District is expected in mid-October.
- v. Work on Madison Street continues and the project is estimated to be completed in December, weather dependent. The remainder of the southern portion will be done in 2021.

6. Advanced Planning

- a. Possible future agenda items
- b. Date of next schedule meeting
 - i. The next meeting is scheduled for November 13, 2019

7. Adjourn

The motion to adjourn was made by Mr. Schulz and seconded by Mr. Matravers, passing unanimously. The meeting adjourned at 7:29.a.m.