



MINUTES
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, November 15, 2022 at 8:00 AM

CALL TO ORDER

CDA Chair, Rohn Bishop, calls the meeting to order at 8 a.m.

Motion DeJager, second Drews to approve the agenda as printed. Carried unanimously.

ROLL CALL

Present: Derek Drews, Sue VandeBerg, Jill Vanderkin, Nancy Vanderkin, Cassandra VerHage, Gary DeJager, Mayor Bishop, Attorney Vande Zande

Staff Present: Administrator Schlieve, Assistant City Administrator Langenfeld

PERSONS WISHING TO ADDRESS THE COMMUNITY DEVELOPMENT AUTHORITY

None present.

FUTURE MEETINGS AND GATHERING INVOLVING THE COMMUNITY DEVELOPMENT AUTHORITY

The Waupun Business Alliance is a newly formed entity that will be the voice of Waupun businesses. The Alliance results from work between the Waupun Chamber Board and Envision Greater Fond du Lac to form a collaborative partnership. The Business Alliance has a new location (10 W Main St) and an array of new support services and programming that will benefit businesses. The organization is hosting listening session and a ribbon cutting as follows:

1. Q&A on Thursday, November 17, at 5:30 p.m. at the Brittain House.
2. Q&A on Tuesday, November 29, at 8 a.m. at 10 W Main St.
3. Ribbon Cutting and Grand Opening on Friday, December 2, 8 a.m. at 10 W Main Street.

CONSIDERATION – ACTION

Motion DeJager, Second Drews to approve the consent agenda as printed, including minutes from July 19, 2022 CDA meeting, and financials for July, August, September and October of 2022. Carried unanimously.

Group discussed the 2023 CDA Grant program guidelines. It is the staff recommendation that we review eligibility requirements but that we leave the program unchanged for 2023. Staff noted that the TID expenditure period that funds CDA ends in 2027. Staff further recommends that the committee evaluate program and funding options to begin evolving the program in 2024 with the goal of promoting sustainability of downtown improvement efforts. Consensus from the group to support staff recommendations.

Staff presented the 2023 CDA budget. Estimated carryover from unfinished 2022 projects is roughly \$41K. TID 3 revenue is projected to decrease due to a drop in the City's mill rate and the unlikelihood that commercial properties will gain value at a rate equal to residential. Increment generated is projected to be \$130 (down from \$170K in 2022). Planned expenditures in 2023 include:

- \$15K in wages
- \$33K debt service
- \$1K audit
- Carry over payout – assume all will be paid out
- Façade improvement program (\$40K – which would provide 8 grants of \$5K each)
- Targeted investment /streetscaping – nearly \$54k – designated for grant match.

Motion DeJager, second Verhage to approve the budget as presented. Carried unanimously.

Administrator Schlieve reviewed outstanding applications. Work on projects for ABB+J Inv., AP Solutions, Main Street Bistro & Bakery, and Southern rust Free Parts is advancing slower than planned due to supply chain problems. Both business owners are running into significant cost overruns. Staff recommends payout of the applications based on significant work completed to support cash flow of the projects to completion. After some discussion, motion Drews, second J. Vanderkin to approve early payout of the applications with paid receipts. Carried unanimously.

Open Space Improvements funded in support of the CDI grant with Stone & Suede are nearing completion and will close at the end of the year with funds expended.

The owner of Weaving It Up To You identified that the work from her original proposal was guaranteed for only one year and has communicated that she is seeking a longer-term solution. She is also working to overcome challenges with the neighboring property owner to allow contractors on her roof to make needed repairs. Schlieve indicates that we will most likely seek an extension on this application into Spring of 2023.

B&B Plumbing was inspected and granted occupancy this week. The grant application will be paid out on schedule.

The City is working to pursue a pilot Grant through WEDC. The Vibrant Spaces Grant is a 50% matching grant that will fund projects up to \$50,000. The target project for the grant is the green space located to the east and west of Stone & Suede. The purpose of the grant is to help communities activate spaces in their downtowns to improve foot traffic. We must be able to demonstrate how the area would be activated with programming. Concepts created for the green spaces on either side of Stone & Suede were reviewed. The application is due January 31, 2023. We will need letters of support from various groups showing collaboration. Grant process will be competitive. If this application is not awarded, the City has identified a WI-DNR grant that may provide some funding opportunity. The City's outdoor recreation plan expires in 2022 and will need to be updated and adopted by the council before an application can be submitted to the WI-DNR grant program. The group discussed priorities for the grant, naming a public restroom and an area for food trucks as main priorities to focus on.

Administrator Schlieve provided an update, noting that the City has hired Casey Langenfeld as the Assistant City Administrator/Director of Finance. Langenfeld comes to the City from New Holstein where she was the City Administrator/Clerk-Treasurer.

The City continues to see a lot of interest for businesses looking to locate in Downtown Waupun but that quality space is a barrier. A number of properties have recently vacated and/or listed for sale and staff is working to fill those spaces. The Main Street Bounceback program that provides \$10K per vacant space expires at the end of the year. Staff is currently working on trying to secure a brewery/restaurant in the community, which would be consistent with the findings of the market analysis plan.

Work continues to daycare expansion with a strong emphasis on an employer-engaged model.

Facilities advisory committee will be meeting on Nov 17, 2022 to finalize site plan details for the new Senior Center. Schlieve notes that the new center will be completed in 2024. The City will be seeking to sell the current facility as soon as the new building can be occupied.

The BID recently approved their operating plan for 2023 with four objectives. The BID Board has set objectives to be a voice for the downtown Waupun Business Community, Support efforts to promote the downtown as a destination, beautification of the downtown, and work to attract, retain and expand the business mix in the downtown. The BID's façade improvement program remains unchanged for 2023.

Finally, Schlieve notes that work is underway on nominations for Main Street Awards. The last time the Community won this award it had significant impact on business attraction work. Nominations are due January 23, 2023.

Motion J. Vanderkin, second Verhage to adjourn the meeting. Carried unanimously. Meeting adjourned at 8:45 a.m.