



MINUTES
CITY OF WAUPUN AMENDED – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Zoom
Wednesday, February 10, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Gary DeJager
Jan Harmsen
Jodi Mallas
Rich Matravers
Teresa Ruch

Committee Members Absent:

Austin Armga
Kate Bresser
Jonathan Leonard
Tyler Schulz

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 motion to approve the agenda was made by Mr. Matravers and seconded by Ms. Harmsen, passing unanimously.

2. Approval of January 13, 2021 Minutes

A motion to approve the January 13, 2021 minutes was made by Mr. DeJager and seconded by Mr. Matravers, passing unanimously.

3. Approval of January 2021 Financial Statement

A motion to approve the January 2021 financial statement was made by Mr. Matravers and seconded by Ms. Ruch, passing unanimously.

DISCUSSION ITEMS:

4. Main Street Update

Mr. DeJager, Ms. Ruch, and Ms. Van Buren provided an update of the work group progress since the January 13, 2021 BID meeting. The focus of the weekly meetings have been surrounding financial resources needed to get to the required \$70K minimum. Part of the work done by the group was gather sample budgets from similar sized communities with a BID that were Main Street communities.

Based on current budgetary constraints, as well as uncertainty surrounding the Waupun Area Chamber of Commerce, the members of the work group feel trying to apply for Main Street status this year is not realistic.

Based on information provided, the Board members agreed that this year is not the right time to apply to become a Main Street Community.

Administrator Schlieve said we could start to discuss common goals and move into a positive direction. This is not an easy decision but the building blocks have been established and will lead partners toward collaboration. Administrator Schlieve thanked the group for their work and for laying the foundation for the future of the community.

5. Future BID Funding Structure

Throughout the research done by the Main Street working group, concerns were brought up regarding the assessment method utilized by the BID. Currently, the assessed rate is \$1.50/\$1,000 in assessed value. This method currently generates around \$17,000 annually to support BID activities on an annual basis. Currently, the state average for the assessments offered by BID is over \$3/\$1,000. The current assessment rate utilized by the City limits the work the group does. Included in the meeting packet was a breakdown of the assessments rates across the state.

Ms. Van Buren stated there is no set process on how to increase the assessment but it is good practice to notify the property owners within the district of any proposed change. Ms. Harmsen and Ms. Bishop agreed that getting feedback from property owners is important. Administrator Schlieve assured the Board that education and awareness would occur and suggested the Main Street working group be used to develop the process and come back to this group with recommendations on how to proceed.

Ms. Bishop asked if the increased assessment would solely be used to support the Main Street activities. Administrator Schlieve stated that everything the BID does is focused on the downtown. Ms. Bishop feels that any increase should go toward increasing the funds available for façade improvements.

Mr. DeJager asked what sort of timeline the group has to get a recommendation to the Council for approval. Administrator Schlieve said clear direction from this group would be needed by the October Council meeting.

6. Downtown Market Analysis

Staff has been working with UW-Extension and Cedar Corporation to gather cost estimates and scope of work documentation to share with this group. It is the hopes that review of the proposals and a decision can be made at the March meeting.

7. Administrator Update

Administrator Schlieve provided the following updates:

- At the January 2021 CDA meeting, members voted on the creation of two new funding opportunities, and making changes to the existing funding opportunity, for property and business owners within the CDA boundaries. Staff is finalizing the applications and hope to have them completed soon. Programmatic changes will help make big impact project and sustainability of the CDA beyond the life of the TID.
- Activity engaged with WEDC about CDI grant opportunity for our community. Looking at combination opportunities and will keep this group.
- The Chamber has met multiple times since the beginning of the year. An interim director to lead the group through this challenging time has been selected and an announcement will be made in the near future. Planning process has started and this is the time for the Chamber to bring all of the players (tourism, BID, CDA, Festivals, WDP, City, Fine Arts) to figure out how to proceed to figure out how to structure things. Board also talked about their new space on Main Street and the opportunity to create a co-working space.

ADVANCED PLANNING:

8. Potential Agenda Items

- Grant Requests, if any
- Main Street Update

9. Date of Next Scheduled Meeting

The next meeting is scheduled for March 10, 2021 at 7:00 a.m.

ADJOURNMENT

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