



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, January 09, 2019 at 7:00 AM

Call to order

Roll Call of Board Members

1. Approval of November 14, 2018 Minutes
2. Prior Outstanding Applications: *(if expired, possible extension or cancellation)*
 - a) Ken Liebenow (Expiration: 2/14/19)
3. 2018 Financial Statement Review
4. New Applications for Review and Consideration:
 - a) Dylan Weber, Fox Computer & Networking - 17 N. Madison
5. BID Budget
 - a) Waupun Chamber – Advertisement
 - b) City Administrator - Connect Community
6. Update to BID Operational Plan
7. Administrator Update
8. Waupun Chamber Update
9. Audience wishing to appear before the Board *(no action if not specifically listed)*
10. Date of next scheduled meeting (February 13, 2019)
11. Adjournment

Sarah Van Buren, Economic Dev. Coordinator

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact the City Clerk at 920-324-7915.



Waupun Business Improvement District

Minutes of Meeting

Wednesday, November 14, 2018

The Waupun Business Improvement District met Wednesday, November 14, 2018, in the City Hall Council Chambers.

Administrator Schlieve is present. Tyler Schultz from the Waupun Chamber is present. Ken Liebenow is present in the audience.

Chairman Buteyn called the meeting to order at 7:05 am. Members present are Jan Harmsen, Teresa Ruch, Al Verhage, Wayne Buteyn, John Theune, John Karsten, and Rich Matravers.

Members absent are Jack Dunham, Jeff Riel, and Krista Bishop

1. Motion Harmsen, second Karsten to approve the minutes of the October 10, 2018 meeting of the Business Improvement District. Motion carried 7-0.

2. Prior Outstanding Applications

Dylan Weber, Fox Computers & Networking has an approved application for his property located at 512 E Main Street, Waupun set to expire on November 15, 2018. Final work is being completed and Weber is seeking a small extension to complete the work. Motion Thuene, second Karsten to extend the application deadline to December 15, 2018. Motion carried 7-0.

3. 2018 Financial Statement Review

Motion Thuene and second Harmsen to approve financials as presented. Motion carried 7-0.

4. New Applications for Review and Consideration:

- a) Ken Liebenow from Liebenow Construction presents a façade renovation project that he is completing on a building he owns at 300 E Main Street, Waupun. Liebenow explains that he will be removing the brick enclosure from the building and reintroducing windows, replacing doors and restoring brick where appropriate on the front and side façade of the building. Motion Karsten, second Matravers to approve a 50% matching grant not to exceed \$2,000 to Ken Liebenow's application for the improvements as presented. Motion carried 7-0.

5. Administrator/Economic Development Director Update

Waupun will be hosting WI Main Street Director's Training at the Waupun Public Utilities Conference Room on February 21 and 22. Schlieve noted that the session on

the 21st provides a strong overview of Connect Communities framework and encouraged members to attend. Additionally, Teresa Ruch and Ellie Tenpas will be attending a Small Community Roundtable in Kiel, WI on January 23, as part of Connect Communities. Any BID member is welcome to attend. The subject of this meeting is marketing and business/volunteer engagement.

Schlieve reviewed results of the Explore Starting Your Own Business training that was offered in early November and indicated that results were positive and other training needs were identified. The economic development team will introduce additional trainings in 2019.

Schlieve provided a highlight of the renovations completed on the property located at 435 E Main Street, noting the owner is working on securing a lease agreement with a restaurant operator.

The city is working on a Community Development Investment grant application for a renovation project in the 300 block of E Main Street that involves multiple buildings. Schlieve also noted that work on the streetscaping plan is nearing completion and will be reviewed by the CDA on Tuesday, November 20, 2018.

The 2018 BID donation of \$2,000 to support Connect Communities brought the farmer's market downtown and that move is now leading to the addition of a winter market. Schlieve noted that Connect Communities will be seeking the same dollar contribution for 2019 to support this work.

Work is being finalized on the Aging Healthy Community Grant and results will be shared in early 2019.

Schlieve reminded the group that the city recently held an information meeting for the Madison Street construction project. A majority of this street will be fully reconstructed and Schlieve explained that the group will be holding educational sessions on marketing your business during road construction in the early part of 2019.

6. Waupun Chamber Update

Tyler Schultz discussed growth in membership and events being coordinated by the Chamber in 2019. Schulz explained that the annual Waupunies event will be on February 7. He is working to finalize the location at The Rock. BID members are reminded to attend the ribbon cutting for Tractor Supply on November 30, at 8 a.m.

7. No one is in attendance in the audience to present to the BID Board.

8. Next meeting is scheduled for December 12, 2018.

9. Motion Verhage, second Harmsen to adjourn the meeting. Motion carried 7-0. Meeting adjourned at 7:24 am.

Business Improvement District Financial Statement

as of November 1, 2018

SUMMARY OF TOTAL FUNDS

Balance forward 2017	\$	9,299.24	
2018 Assessments @ \$1.50 per \$1,000 Deposited	\$	16,912.35	
Exterior Building Improvement Grants Expensed	\$	20,415.44	
Connect Communities/Ignite Program Expensed	\$	2,000.00	
Beautification Expensed	\$	992.48	
Waupun Chamber Advertisement Expensed	\$	-	
	\$	2,803.67	Current Balance
2018 Future Assessments @ \$1.50 per \$1,000	\$	-	
Exterior Building Improvement Grants Yet to be Expensed	\$	2,000.00	
Connect Communities/Ignite Program Yet to be Expensed	\$	-	
Beautification Yet to be Expensed	\$	507.52	
Waupun Chamber Advertisement Yet to be Expensed	\$	500.00	
	\$	303.67	BID Funds Available

CURRENT BALANCE

\$	9,299.24	Balance forward from December 31, 2017:			
\$	16,912.35	Assessments @ \$1.50 per \$1,000 Deposited			
	<u>Date Deposited</u>	<u>Vendor</u>			
	2/12/2018	City of Waupun	\$	16,912.35	
\$	20,415.44	Exterior Building Improvement Grants Expensed			
	<u>Date Issued</u>	<u>CK#</u>	<u>Vendor</u>	<u>Amount Paid</u>	
	02/09/18	477	Q-2 Inc	\$ 751.69	
	2/13/2018	478	Q-2 Inc	\$ 37.50	
	5/14/2018	479	Dean Fuller	\$ 2,000.00	
	5/29/2018	480	Rohn Bishop	\$ 2,000.00	
	7/2/2018	482	Body Logic	\$ 487.94	
	8/16/2018	484	Body Logic	\$ 112.50	
	8/29/2018	485	Jeff Collien (310 E Main)	\$ 2,000.00	
	9/4/2018	486	Mike Mueller	\$ 2,000.00	
	9/12/2018	487	Photo Focus Photography	\$ 1,105.81	
	10/1/2018	488	Doug Duer	\$ 2,000.00	
	10/16/2018	489	Jeff Riel	\$ 1,900.00	
	11/8/2018	490	Vossekuil Properties LLC	\$ 2,000.00	
	11/8/2008	491	Gysbers Jewelry	\$ 2,000.00	
	11/16/2018	492	Jeff Riel (Bldg Permit)	\$ 20.00	
	12/6/2018	493	Dylan Weber	\$ 2,000.00	
\$	2,000.00	Connect Communities/Ignite Program Expensed (\$2,000)			
	<u>Date Issued</u>	<u>CK#</u>	<u>Vendor</u>	<u>Amount Paid</u>	
	2/9/2018	476	Waupun Econ Dev	\$ 2,000.00	
\$	992.48	Beautification Expensed (\$1500)			
	<u>Date Issued</u>	<u>CK#</u>	<u>Vendor</u>	<u>Amount Paid</u>	
	6/6/2018	481	Farm & Home	\$ 332.48	
	7/2/2018	483	Waupun Florist	\$ 660.00	
\$	-	Waupun Chamber Advertisement Expensed (\$500)			
	<u>Date Issued</u>	<u>CK#</u>	<u>Vendor</u>	<u>Amount Paid</u>	

\$ 2,803.67 Current Balance:

FUTURE FINANCIALS

\$	-	Assessments @ \$1.50 per \$1,000 Yet to be Deposited	
\$	2,000.00	Exterior Building Improvement Grants Approved - Yet to be Expensed (<i>must be completed in 90 days</i>)	
	<u>Approved 11-14-18</u>	<u>\$ 2,000.00 Ken Liebenow</u>	<u>(Expires 02/14/2019)</u>
\$	-	Connect Communities/Ignite Program (\$2,000)	
\$	507.52	Beautification Yet to be Expensed (\$1500)	
\$	500.00	Waupun Chamber Advertisement Yet to be Expensed (\$500)	
\$	303.67	Available Funds for disbursement	

**Waupun Business Improvement District (BID)
~ Façade Improvement Program – Grant Application ~**

Applications missing any materials will be returned for completion.

Date: 12/3/18

Applicant Name: Dylan L. Weber

Applicant Address: 814 Summer Ave, Waupun

Phone: 920-324-3300 Fax: 920-324-3310 Email: dliw@foxcomputer.net

Name of Business/Property: Fox Computer + Networking, Inc.

Property Address: 17 N. Madison St. Waupun

Property Use: Computer Sales + Repair

Property owner, if different than applicant: Dean Vossekul

Owner address: P.O. Box 572, Waupun Owner Phone: 920-470-4008

Project Summary:

Brief Project Summary: Replacement of signpanels from previous business and upgrade to LED lighting

Total Estimated Cost: \$ 3403.03

Total Grant Request: \$ 1701.50

Projected Start Date: 1/1/2019

Projected Completion Date: 2/20/2019

Name of Contractor: TLC Signs

Issue Payment If approved: Applicant or Business (circle)

Approval of City Building Inspector: [Signature] (Inspector's Initials)

Required attachments:

- ☒ Project plan(s) to 1/4" scale, if applicable
- ☒ Release of Information Letter (attached)
- ☒ Quotes/Estimates

- ☒ Current photo(s) of property
- ☐ Paint color(s) or material sample(s), if applicable

Submit application form and attachments to:

Waupun Business Improvement District – City Clerk, Waupun City Hall
201 E. Main Street, Waupun WI 53963
920-324-7915 ext. 5

To be completed by City staff only:

Date application received: 12/5/18
Application reviewed for completeness by [Signature] (Initials). Date: 12/5/18
Applicant notified of scheduled BID meeting by [Signature] (Initials). Date: 12/27/18

Waupun Business Improvement District (BID)
~ Façade Improvement Program - Release of Information Letter ~

Date: 12/3/18

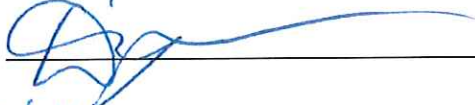
To: Waupun Business Improvement District – Clerk's Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

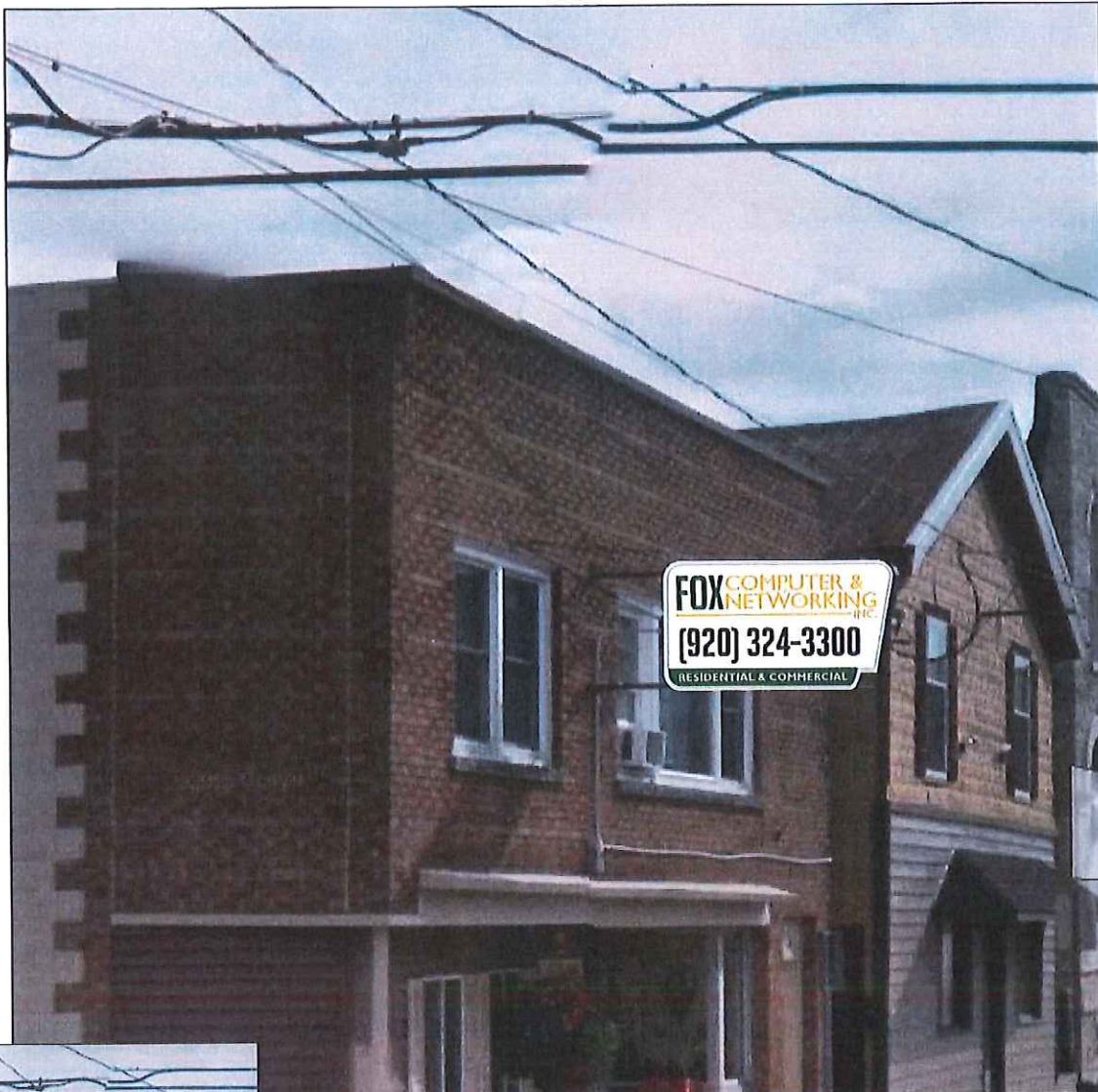
I hereby authorize the Waupun Business Improvement District (BID) permission to share all application materials with BID board members who will be reviewing my application. I acknowledge that information provided to the BID may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the BID board meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Signed,

Name (print): Dylan L. Weber

Signature: 

Date: 12/3/18



EXISTING SIGN TO BE REMOVED



NIGHT VIEW NTS

**DOUBLE SIDED ILLUMINATED
BUILDING SIGN QTY: 1**
 REMOVE EXISTING PAN FACES
 INSTALL NEW PAN FACES DECORATED WITH
 DIGITALLY PRINTED VINYL GRAPHICS
 UPGRADE TO WHITE LED ILLUMINATION
 *ALL DIMENSIONS TBD



558 EISENHOWER DR.
KIMBERLY, WI 54136
P: 920-731-4852 F: 920-733-3148

Estimate #: 110580
Option: Phase 1

Created Date: 10/30/2018 6:35:29PM

Salesperson:	Kelsy - Ann Hayes	Prepared For:	Fox Computer & Networking
Email:	Kelsy@TLCSign.com	Contact:	Dylan Weber
		Office Phone:	(920) 324-3300
		Cell Phone:	(920) 538-0780
		Email:	dlw@foxcomputer.net
		Bill to Address:	17 N. Madison Street Waupun, WI 53963

New Location Exterior Signage

Option: Phase 1

		Quantity	Unit Price	Subtotal
1	Provide labor, materials, and equipment to replace pan formed face in flag-mount sign cabinet. Install cut vinyl graphics on overhang or ACM panels.	1	\$2,289.20	\$2,289.20
		Quantity	Unit Price	Subtotal
2	Provide labor, materials, and equipment to upgrade cabinet to LED. Subject to site survey.	1	\$865.33	\$865.33
		Quantity		Subtotal
3	Sign Permit added to final invoice.	1	\$0.00	\$0.00

Notes

Approximate 2-4 week lead time.
Sign permit & permit acquisition cost to be added to final invoice if any are needed.
Additional shipping may apply.
Subject to site survey and inspection of signage.
Electrical circuit to the sign not included.
Does not include any repairs needed to existing signage.
Estimate valid for 30 days.
50% down payment Balance due upon completion.

Subtotal: \$3,154.53
Taxes: \$173.50
Total: \$3,328.03

Payment Terms: Net 30; Balance due in 30 days.

Client Reply Request for Option: Phase 1

- ☐ Estimate Accepted "As Is". Please proceed with Order.
☐ Changes required, please contact me.

☐ Other: _____
SIGN: _____ Date: / /

Print Date: 11/20/2018 11:27:24AM

\\TLC-SQL01\cyrious\Control\Reports\Standard Estimate_no_product_name2.rpt

Trusted, Loyal, Creative

B. Addition	Yes	\$.10 per sq. ft. (\$30 min)
Addition to existing home	Yes	\$.10 per sq. ft. + \$40
Decks, porches, patios	Yes	\$50.00
Central Air Conditioning	Yes	\$35.00
Furnace & Central Air installed at same time	Yes	\$35.00
Driveway improvements	No	Contact Public Works Department
Swimming Pool		
A. In-ground	Yes	\$50.00
B. Above ground	Yes	\$50.00
Commercial towers and antennas	Yes	\$.10 per sq. ft. (\$30 min)
Electrical Service	Yes	\$35.00
Fence	Yes	\$30.00
Move house & garage	Yes	\$500 house, \$100 garage
Sign (Cost per sign)	Yes	\$50.00
Demolition of buildings	Yes	\$50 per structure, \$25 acc
Plumbing permits		
A. Sewer & water lateral	Yes	\$35.00
B. Fixture (floor drains, sinks, water heater, dishwasher, bathtubs, showers, water closets, laundry tubs, urinals, drinking fountains)	Yes	\$.03 per sq. ft. + \$35

Zoning Fees

One & Two Family dwelling	\$65.00
Residential Additions	\$40.00
Commercial Buildings	\$125.00
Commercial addition / alterations	\$85.00
Residential Accessory Structure	\$25.00
Commercial Accessory	\$50.00
Change of Use / Occupancy	\$25.00
Other (fence/pool/deck, etc)	\$25.00
Signs	\$25.00

City of Waupun
Business Improvement District

August 5, 1988

INTRODUCTION

On April 6, 1984, the State of Wisconsin passed a law (Act 184) which allows for the creation of Business Improvement Districts. The law which governs the creation, operation, and termination of business improvement districts is established under Section 66.608 of the Wisconsin Statutes. The purpose of the law is to authorize cities, villages, and towns to create one or more business improvement districts; to allow businesses within those districts to develop, manage, maintain, and promote their districts; and to establish an assessment method to fund these activities. A BID must be a geographic area within a municipality consisting of contiguous parcels which are subject to general real estate taxes.

The formation of a business improvement district allows downtowners (business people, property owners, merchants, city officials and others) to determine what needs to be done to upgrade and strengthen downtown and pay the cost of doing it, in whole or in part. It is a way for downtowners to determine what they want and to finance it. An improved business district will create a positive image for those within the district, as well as, the community as a whole.

A BID is the best available method for business people to organize, coordinate marketing and promotional efforts, provide management, and maintenance programs, and encourage business development. It affords property owners and business people a very real role in directing those activities within the district which influence their investment and environment. It also insures that all beneficiaries of District programs participate in the funding of the programs.

The creation of a business improvement district in the City of Waupun will continue the efforts of government officials, Project R.E.S.C.U.E., Inc., business and industry leaders, and community members to revitalize the central business area, thereby, ensuring economic vitality for the community.

1989 BID OPERATING PLAN

BID OBJECTIVES

The proposed Business Improvement District and the Initial Operating Plan are a continuation of community efforts in upgrading and advancing the downtown business area. The BID objectives set forth are those determined as necessary to achieve the goals of revitalization, thereby, ensuring the development, improvement and promotion of the downtown area for the economic benefit of all businesses within the District, as well as, the general social and economic benefit of the City of Waupun and its visitors.

- * To market the Waupun business district through coordinated promotional and advertising programs.

- * Upgrade the physical appearance of downtown shopping and public areas creating an attractive setting for shoppers and citizens.

- * Develop informational and educational programs to show the public of the advantages of shopping in the downtown area.

- * Coordinate programs for educational, technical and training assistance for downtown merchants to improve their retail strategies and to promote a positive image of themselves in the community.

- * To develop and implement a business recruitment plan for downtown Waupun.

ORGANIZATION

Upon creation of the Waupun Business Improvement District by the city, the Mayor shall appoint the members of the District Board subject to confirmation by the Common Council.

This plan proposes that the BID Board be composed of ten (10) members being represented by the Board of Directors of Project R.E.S.C.U.E., Inc.

- 6 - Representatives from the BID District
- 4 - Representatives-At-Large

The Board of Directors shall be responsible for the management of the Business Improvement District in conjunction with the policies, programs, and activities of Project R.E.S.C.U.E., Inc. Responsibilities of the Board include implementing the operating plans and preparing annual reports on the District. The Board will also annually consider and make changes to the operating plan and submit the operating plan to the Common Council for

approval. The Board will conduct its business consistent with the open meeting law and keep minutes as a matter of public record.

OPERATIONS

During its first year, the Downtown Waupun Business Improvement District will carry out the proposed program of activities as listed. Included are the expenditures associated with each activity. These projected costs include all services related to program development, materials and management. All proposed expenditures regarding physical improvements shall be spent within the Business Improvement District.

PROPOSED 1989 B.I.D. PROGRAM/BUDGET - DOWNTOWN WAUPUN

Total BID Budget \$13,175

1. Downtown Beautification \$ 8,785

Plan/Objective Upgrade the physical appearance of downtown shopping and public areas creating an attractive setting for shoppers and citizens. Possible purchase of vacant lot for the development of a green area serving both to beautify the downtown area and to be used as a walkway between parking and downtown store fronts. The operating plan is part of the overall commitment of enhancing the appearance of downtown, in conjunction with future proposed projects, such as ornamental street lighting, banners, greenery, signage to create a uniquely defined business area that is appealing to shoppers.

2. Marketing/Promotion \$ 1,756

Plan/Objective In conjunction with the creation of the Downtown Business Association, a marketing strategy to promote and enhance the downtown business image and to highlight the positive effects of shopping downtown. To market the Waupun business district through coordinated promotional and advertising programs. Develop informational and educational programs to show the public of the advantages of shopping in the downtown area.

3. Business Training \$ 878

Plan/Objective-Coordinate programs for educational, technical and training assistance for downtown merchants to improve their retail strategies and to promote a positive image of themselves in the community.

4. Business Recruitment \$ 1,756

Plan/Objective Develop a business recruitment packet for downtown. Target prospects (consists of, but not limited to, in-

person and telephone business recruitments, mailings, advertisements, targeted promotions.) To develop and implement a business recruitment plan for downtown Waupun.

RELATIONSHIP TO DOWNTOWN PLANNING

In 1987 the Common Council adopted the City of Waupun Comprehensive Plan, as prepared by Mid-America Planning Services, Inc., Madison. The "Plan" addresses the priorities the public set forth at a public hearing listing the deterioration of the downtown as major concern. The recommendation by M.A.P.S. is to revitalize downtown under: 1.) the administration and direction of Project R.E.S.C.U.E., Inc. and 2.) the formation of a Business Improvement District (BID).

Therefore, the Business Improvement District is being created as a public-private sector initiative that is consistent with and critical to the successful implementation of the Comprehensive Plan for the City of Waupun.

BID DESCRIPTION/ASSESSMENT METHOD/FINANCING/EXEMPTIONS

The Waupun Business Improvement District was established through the consideration of properties that would benefit from the program. The proposed District map is attached as part of the operating plan.

Assessments to meet the BID budget will be levied against each property within the District based on its assessed valuation. Those properties which are used for commercial purposes will be eligible for assessment. Real property used exclusively for residential and manufacturing purposes will not be assessed as required by Wisconsin Statute 66.608.

The method of financing of all estimated expenditures will come exclusively from the assessment method based on the assessed valuation of each property. The payment of incurred costs will be made on a cash basis when assessments are collected.

