



A G E N D A
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Waupun City Hall (201 E. Main Street, Waupun WI)
or Zoom
Tuesday, October 19, 2021 at 8:00 AM

Join Zoom Meeting

<https://us02web.zoom.us/j/82821263214?pwd=dTNmRlpkZkRYR01WZXQ5Vy9leFdkdz09>

Meeting ID: 828 2126 3214

Passcode: 408177

-or-

Dial by your location

(312) 626-6799 US (Chicago)

Meeting ID: 828 2126 3214

Passcode: 408177

CALL TO ORDER

ROLL CALL

PERSONS WISHING TO ADDRESS THE COMMUNITY DEVELOPMENT AUTHORITY--*State name, address, and subject of comments. (2 Minutes)*

CONSIDERATION - ACTION

1. Approval of Agenda/Motion to Deviate
- [2.](#) Approval of September 21, 2021 Community Development Authority Open Session Minutes
3. Approval of September 21, 2021 Community Development Authority Closed Session Minutes
- [4.](#) Approval of September 2021 Financial Statement

STATUS OF OUTSTANDING GRANT APPLICATIONS (if expired, possible extension or cancellation)

5. 312 E. Main Street - Targeted Reinvestment Grant
6. 312 E. Main Street - Downtown Revitalization Grant

DOWNTOWN SMALL BUSINESS COVID-19 TECHNOLOGY GRANT REQUEST

- [7.](#) Stone + Suede (417 E. Main St.)

DISCUSSION ITEMS

8. Administrator Report

ADVANCED PLANNING

9. Potential Agenda Items
10. Date of Next Scheduled Meeting - November 16, 2021

ADJOURNMENT

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.



MINUTES
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
In-Person & Teleconference
Tuesday, September 21, 2021 at 8:00 AM

Committee Members Present:

Gary DeJager
Julie Nickel
Sue VandeBerg
Nancy Vanderkin
Cassandra VerHage

Committee Members Absent:

Derek Drews
Jill Vanderkin (excused)

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator
Dan Vande Zande..... Attorney

Other:

Jamie Marwitz Jud-Sons Bowling Alley

CALL TO ORDER

Mayor Julie Nickel called the meeting of the Community Development Authority to order at 8:00 a.m.

ROLL CALL

Roll call and quorum determined.

PERSONS WISHING TO ADDRESS THE COMMUNITY DEVELOPMENT AUTHORITY

None.

CONSIDERATION - ACTION

1. Approval of Agenda/Motion to Deviate

Administrator Schlieve recommended the grant request for Jud-Sons be moved up.

A motion to approve the agenda, as amended, was made by Mr. DeJager and seconded by Ms. VandeBerg, passing unanimously.

2. Approval of July 20, 2021 Community Development Authority Open Session Minutes

A motion to approve the July 20, 2021 Community Development Authority open session minutes was made by Mr. DeJager and seconded by Ms. N. Vanderkin, passing unanimously.

3. Approval of July 20, 2021 Community Development Authority Closed Session Minutes

A motion to approve the July 20, 2021 Community Development Authority closed session minutes was made by Mr. DeJager and seconded by Mayor Nickel, passing unanimously.

4. Approval of July 2021 Financial Statement

A motion to approve the July 2021 financial statement was made by Mayor Nickel and seconded by Ms. VerHage, passing unanimously.

5. Approval of August 2021 Financial Statement

A motion to approve the August 2021 financial statement was made by Ms. VerHage and seconded by Ms. N. Vanderkin, passing unanimously.

A motion to approve the August 2021 financial statement was made by Ms. VerHage and seconded by Ms. N. Vanderkin, passing unanimously.

6. Funding for New Business Attraction Effort

At the September 8, 2021 BID meeting, due to the lack of applications, the board decided to freeze funds allocated for the 2021 Pop-Up program and upon year-end close out allocate unexpended funds toward the Façade Improvement Program in 2022. A special BID meeting was held on September 14, 2021 to discuss unfreezing the 2021 Pop-Up program funds, totally \$3,34845, and creating a new business attraction program. The idea for this program came from discussions with parties interested in 431 E. Main. To date, staff has shown the space five times, and all interested parties have expressed concern over flooring, needed electrical work, and the current condition of the air conditioning. Some estimates have shown new flooring along could be over \$6,000.

To make this space viable, investment needs to be made and assistance from the City would be beneficial. The BID unanimously agreed to the proposal. If approved by the CDA, staff will develop program guidelines. It is envisioned that, like other grant opportunities offered by the BID and CDA, it will be a reimbursement-based program.

A motion to match the level of investment of the BID was made by Mr. DeJager and seconded by Ms. VandeBerg, passing unanimously.

DOWNTOWN SMALL BUSINESS COVID-19 TECHNOLOGY GRANT REQUEST

7. Jud-Sons (416 E. Main St.)

Jamie Marwitz, Jud-Sons Bowling Alley, submitted a Downtown Small Business COVID-19 Technology Grant application for the business located at 416 E. Main Street, for software upgrades needed to support programming capability and service delivery. The new system allows remote control of facility, tracking for improved financial oversight and management of open, league, and tournament play. The total project cost is \$15,880.07.

A motion to approve up to 75% of eligible project costs, not to exceed \$5,000, was made by Mayor Nickel and seconded by Ms. VandeBerg, passing unanimously.

DISCUSSION ITEMS

8. Administrator Report

Administrator Schlieve provided the following updates:

- Potential industrial park expansion projects continue.
- Staff is currently developing the 2022 budget for City and CDA

ADJOURN TO CLOSED SESSION

A motion was made by Mr. DeJager and seconded by Ms. N. Vanderkin to adjourn into closed session under Section 19.85 (1) of the WI Statutes for:

(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

9. 417 E. Main Street

RECONVENE TO OPEN SESSION

A motion was made by Ms. VerHage and seconded by Ms. N. Vanderkin to reconvene in open session under Section 19.85(2) of the WI Statutes.

ACTION FROM CLOSED SESSION

None.

ADVANCED PLANNING

10. Potential Agenda Items

- Draft 2022 Budget
- Grant requests, if any
- Project updates

11. Date of Next Scheduled Meeting

The next meeting is scheduled for October 19, 2021 at 8:00 a.m.

ADJOURNMENT

A motion to adjourn was made by Ms. N. Vanderkin and seconded by Ms. Sue VerHage, passing unanimously. The meeting adjourned at 8:49 a.m.



Community Development Authority Financial Statement
For the Month Ending: **9/30/2021**

BUDGET

Budget Category	2021 Budget	YTD Expense*	Budget Balance
Grants	\$100,000	\$83,300	\$16,700
Market Analysis	\$10,652		\$10,652
Streetscape	\$15,000		\$15,000
Wages	\$11,049	\$3,219	\$7,830
Audit	\$1,200	\$857	\$343
Interest	\$12,000		\$12,000
TID Analysis	\$3,000		\$3,000
Misc. Consultant Fees	\$6,000	\$5,673	\$327
New Business Attraction Effort	\$3,348		\$3,348
Repayment of funds advanced by City	\$9,561		\$9,561
subtotal	\$171,810	\$93,049	\$78,761
Cash Reserve (prior year unspent budget)	\$18,000	\$17,985	\$15
Total	\$189,810	\$111,034	\$78,776

*YTD Expense totals include funds committed for approved grants that have not yet been paid out

GRANT EXPENSE DETAILS

Mtg Date	Applicant	Expiration	Date Paid	Amount paid	Grant Amount	
<u>Technology Grants (Budgeted \$20,000 for 2021)</u>						
4/20/2021	Links Martial Arts	10/20/2021	8/31/2021	\$ 988.41	\$1,145.41	
9/21/2021	Jud-Sons	3/20/2022			\$5,000.00	
					<u>Year-to-Date Approved Technology Grants</u>	\$6,145.41
					<u>Technology Grant Funds Remaining</u>	\$13,854.59
<u>Revitalization Grants (Budgeted \$40,000 for 2021)</u>						
4/20/2021	ABB+J Inv. Prop./Jeff Collien	10/20/2021			\$9,550.00	
5/18/2021	Clothing Pallet	11/18/2021	8/31/2021	\$ 3,876.53	\$4,744.28	
6/15/2021	The Parlor Hair Boutique/A. Vandekolk	12/15/2021			\$225.00	
6/15/2021	Cassandra VerHage	12/15/2021			\$2,935.86	
6/15/2021	J. Leonard/Thrivent Financial	12/15/2021			\$4,500.00	
7/20/2021	Snow Law	1/20/2022			\$9,950.00	
					<u>Year-to-Date Approved Revitalization Grants</u>	\$31,905.14
					<u>Revitalization Grant funds remaining</u>	\$8,094.86
<u>Targeted Investment Grant Requests (Budgeted \$40,000 for 2021)</u>						
4/20/2021	ABB+J Inv. Prop./Jeff Collien	10/20/2021			\$15,000.00	
4/20/2021	Real Sportscards - T. Kulczewski	10/20/2021			\$20,000.00	
4/20/2021	The Parlor Hair Boutique	10/20/2021			\$10,249.83	
					<u>Year-to-Date Approved Targeted Investment Grants</u>	\$45,249.83
					<u>Targeted Investment Grant Funds Remainin</u>	-\$5,249.83

NON-GRANT EXPENSE DETAILS

Date Paid	Payment Description	Vendor Name	Amount	
1/31/2021	Benches & Trash Receptacles/downtown	Lee Recreation	\$17,835.00	
1/31/2021	Wages		\$218.03	
2/28/2021	Wages		\$328.45	
3/31/2021	Wages		\$400.50	
3/31/2021	2020 audit fees	Baker Tilly	\$419.83	
3/31/2021	Annual TID Certification Fee	WI DOR	\$150.00	
4/30/2021	Wages		\$573.34	
4/30/2021	2020 audit fees	Baker Tilly	\$80.16	
5/31/2021	Wages		\$313.95	
6/30/2021	Wages		\$382.23	
7/31/2021	Wages		\$659.33	
7/31/2021	MSA/Research 310 & 312 Main St.	MSA	\$1,238.40	
8/31/2021	MSA/Research 310 & 312 Main St.	MSA	\$2,528.40	
8/31/2021	Wages		\$357.03	
9/30/2021	MSA/Research 310 & 312 Main St.	MSA	\$1,906.10	
9/30/2021	Wages		\$342.94	
			<u>Year-to-Date Non-Grant Expenses</u>	\$27,733.69
			<u>Total YTD Expenses</u>	<u>\$111,034.07</u>

Revised 3/5/21

**Waupun Community Development Authority
Downtown Waupun Small Business COVID-19 Technology Grant**

Applicant Name: Lauren Tillema and Janelle Kartechner

Applicant Address: W9999 Church Rd, Waupun, WI 53963

Phone: 920-858-9592 Fax: _____ Email: lauren.tillema@gmail.com; jkartechner@gmail.com

Name of Business: Stone + Suede LLC.

Property Address: 417 E Main Street, Waupun, WI 53963

Property Use: Retail and office space for clothing, decor, and design ; packing, shipping, receiving area for e-commerce aspect of business; lounge and event space

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: _____

Phone: _____ Email: _____

Property Owner Address: _____

Property Owner Signature: _____ Date _____

Expiration Date of Current Lease Agreement: _____ Owner Initials: _____

Project Summary: (Provide a brief project summary)

Development of a fully integrated e-commerce website with modern functionality that is user, search engine, and mobile friendly that gives visitors the information they are looking for easily, helps promote our company and products, and provides necessary information to customers and prospective customers. Launch of website and post-launch testing, set up of Google Analytics, submission to search engines, and initial training on Shopify.

Estimated Start Date: Upon grant approval Estimated Completion Date: November 15, 2021

Required Attachments

Cost Estimates Budget

Revised 3/5/21

Project Budget:

Total Estimated Cost of Project: \$ 8,000.00

Total CDA Grant Request: \$ 5,000.00 (75% of total eligible expenses)

Release of Information:

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA 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 CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name (print): Lauren Tillema and Janelle Kartechner

Applicant Signature: *Lauren Tillema* *Janelle Kartechner* Date: 10/3/21

Submit application and attachments to:

Waupun Community Development Authority – City of Waupun
201 E. Main Street, Waupun WI 53963
sarah@cityofwaupun.org

City Staff Use Only:

Date application received 10/5/21

Application reviewed for completeness by SV (initials). Date: 10/5/21

Property reviewed for delinquency by SV (initials). Date: 10/12/21

Applicant notified of scheduled CDA meeting by SV (initials). Date: 10/11/21 Revised 3/5/21

* Per 10/12/21 email from Trista, there will be a \$155.00 assessment for snow removal added to the 2021 taxes if not paid by 11/1/21. 2020 taxes are paid in full.
Per 10/12/21 email from Utilities - up to date.

Sarah Van Buren

To: Janelle Kartechner
Cc: Lauren Tillema
Subject: RE: FW: Website Design and Development Proposal for Stone + Suede

----- Original message -----

From: Tony Roberts <tony@theblugroup.com>
Date: 9/27/21 1:02 PM (GMT-06:00)
To: lauren.tillema@gmail.com
Subject: Website Design and Development Proposal for Stone + Suede

Good afternoon Lauren and Janelle,

Thank you again for reaching out to us to help you bring your company to life online via a new website.

We have met to discuss everything that will be required to build you a beautiful, fully integrated e-commerce website and below you will find a breakdown of the deliverables along with the estimates.

New Website Overview – Fully Integrated E-Commerce Solution

Design, develop, and optimize up to 105 new pages (5 primary pages – can increase a little if necessary – and 100 product pages).

1. We will work with what you have from a content perspective, tweak it as necessary, and optimize it for search engines.
2. We will work with the images, and videos, you have and will explore using stock images, if necessary.
3. We will handle all the technical aspects related to the website, i.e. setting up the databases, shopping cart, hosting, SSL, themes, and plug-ins, device and browser testing, search engine submissions, and setting up Google Analytics.
 - a. You won't have to worry about anything except reviewing the work and providing feedback.

Website Design & Development Process / Deliverables

- 1) Stone + Suede branded and professional design with modern functionality that is extremely user-, search engine-, and mobile-friendly that gives visitors the information they are looking for easily, helps

promote your company and products, and provides the necessary information to customers and prospective customers.

- a. You're involved in the approval process from start-to-finish to ensure it's exactly what you are looking for.
- 2) We will use images and videos provided by you and optimize them for faster load times and SEO. Your custom pictures and video are a major component to bring the brand and site to life. If needed, we will purchase new stock images on your behalf to match the new website's identity – price TBD based on total images needed and prior approval.
- 3) We will pull together all the content/copy and work with you to fill any gaps needed to strengthen and update the information.
- 4) On-site SEO using best practices. This includes new titles, descriptions, ALT tags, image optimization, and internal links.
- 5) Two rounds of revisions (if needed).
- 6) Launch of website and post-launch testing on various browsers and devices.
- 7) Set-up Google Analytics
- 8) Submission to search engines.
- 9) Initial training on Shopify so you can update the website on your own if desired (lasts about 30-45 minutes).

Estimate for Your New Website and All Associated Tasks as Outlined Above: \$8,000

Website Services – Approximately \$2,400/year (this will be billed to you directly from the website service provider once we get your account(s) set-up)

Includes hosting, e-commerce functionality, daily backups, plug-ins, apps, CDN, caching, and SSL Certificate.

***Domain(s) (can vary from \$20-\$75/year) and E-mail (Microsoft 365 – can just be e-mail or get all the Microsoft programs as well - \$6-\$16/month/person) are separate and TBD.**

SCHEDULE: Given the size of this website, everything that will be needed to make it perfect, your fast turn-around times, and our current schedule, we are projecting it to be done by November 15, 2021.

Once approved, I will send an invoice for 50% to get the ball rolling. The second half will be due upon successful launch of the website. Future updates, projects, help, etc. can all be addresses as we progress. We're here for you and your company!

Please let me know if you have any questions or need additional information. The sooner we get it booked, the better.

Have an amazing day,

Tony