



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, November 10, 2021 at 7:00 AM

Join Zoom Meeting

<https://us02web.zoom.us/j/84937905633?pwd=THJEQW9neThtOFpMSGRnME5WdIFBZz09>

Meeting ID: 849 3790 5633

Passcode: 892679

-or-

Dial by your location

(312)626-6799 US (Chicago)

Meeting ID: 849 3790 5633

Passcode: 892679

CALL TO ORDER

ROLL CALL OF BOARD MEMBERS

PUBLIC COMMENT– *State name, address, and subject of comments (2 minutes).*

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Approval of Agenda/Motion to Deviate
2. Approval of October 13, 2021 Business Improvement District Minutes
3. Approval of October 2021 Financial Statement

PRIOR OUTSTANDING APPLICATIONS: (if expired, possible extension or cancellation)

4. The Parlor Hair Boutique (8 W. Main St.)

DISCUSSION ITEMS:

5. Downtown Market Analysis Update
6. Administrator Report
7. Waupun Area Chamber of Commerce Update

ADVANCED PLANNING:

8. Potential Agenda Items
9. Date of Next Scheduled Meeting - December 8, 2021

ADJOURNMENT

Sarah Van Buren, Community & 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.



MINUTES
CITY OF WAUPUN – BUSINESS IMPROVEMENT
DISTRICT MEETING
In-Person & Teleconference
Wednesday, October 13, 2021 at 7:00 AM

Committee Members Present:

Krista Bishop
Kate Bresser
Terri Crisp
Gary DeJager
Rich Matravers
Teresa Ruch
Tyler Schulz

Committee Members Absent

Austin Armga
Jonathan Leonard
Jodi Mallas

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

CALL TO ORDER:

Ms. 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. Schulz and seconded by Mr. Matravers, passing unanimously.

2. Approval of September 8, 2021 Minutes

A motion to approve the September 8, 2021 minutes was made by Mr. Schulz and seconded by Ms. Ruch passing unanimously.

3. Approval of September 14, 2021 Minutes

A motion to approve the September 14, 2021 minutes was made by Mr. DeJager and seconded by Ms. Bresser passing unanimously.

4. Approval of the September 2021 Financial Statement

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

5. Adoption of 2022 Business Improvement District Operating Plan & Budget

A motion to adopt the 2021 Business Improvement District Operating Plan & Budget was made by Mr. Schultz and seconded by Mr. DeJager, passing unanimously.

PRIOR OUTSTANDING APPLICATIONS:

6. The Parlor Hair Boutique (8 W. Main St.)

Ms. Van Buren stated Ms. VandeKolk has continued working with Warrior Fabrication on signage color. As of October 12, 2021, the issues they have encountered seem to be rectified and hoping for the work to be

completed this month.

7. c.verhage.photo (426 E. Main St.)

Ms. Van Buren stated Ms. VerHage is working to find a new vendor to finish the work on the balcony since the current one is still dealing with health issues. Still waiting for the weather to cooperate for the installation of the sign.

8. Thrivent Financial (407 E. Main St.)

Mr. Leonard provided a status on the project. The project has been completed and copies of paid receipts are being sent to Ms. Van Buren for reimbursement.

DISCUSSION ITEMS:

9. Downtown Market Analysis Update

The small group continues to meet every other week. During the past few meetings, survey questions for business owners and visitors were narrowed down and are currently being beta tested. The group is hoping to have the survey out within the next few weeks. Recently members met with representatives of the City of Portage to prepare for a peer visit on October 25, 2021.

10. Marketing Materials Updates

Ms. Van Buren met with a marketing firm to discuss details of a recent meeting. Design work is estimated at \$1,600 and the printing of 7,500 brochures would be an additional \$1,600. The BID would be responsible for gathering needed information for the brochure and it is recommended updated annual. There would need to be a 4-week lead-time to get a final product.

Administrator Schlieve said that due to staff capacity, she recommends carrying over the funds until 2022. The Board agreed to hold off on the activity until 2022.

11. Waupun Chamber of Commerce Update

No update.

12. Administrator Update

Administrator Schlieve provided the following updates:

- At the September meeting, the CDA voted to match the BID investment for new business attraction efforts. The property owner did agree to match the BID and CDA investments and is currently getting quotes. A business has already given a verbal commitment to the space if the work can be completed by January 2022.
- 417 E. Main Street has been sold and will be a service/retail business. Significant renovations are needed to bring the building up to code compliance. The CDA agreed to commit funds in the 2022 budget to assist with this project and staff will be working to complete a CDI grant from WEDC.
- Staff will be working with the CDA to develop the 2022 budget. Available programming will look different and be more targeted investments.
- Numerous federal and state funding opportunities have recently been announced surrounding infrastructure, community needs, facilities, and childcare. Staff is trying to understand all of the opportunities to determine what should be applied for.
- The 2022 is being presented to the Council next week, for approval in November. The primary cost drivers surround increased public safety needs.
- The City has been working with a consultant on a study regarding a transportation utility. This is one of many items being looked at to support community needs. The possibility of a referendum is also on the table. A presentation will be done in the future after financial forecasting is done in the first quarter of 2022.
- Continuing through due diligence process of the industrial park project, specifically with the DOT.

ADVANCED PLANNING:

13. Potential Agenda Items

- Grant updates

14. Date of Next Scheduled Meeting

The next meeting is scheduled for November 10, 2022 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. DeJager and seconded by Mr. Matravers passing unanimously. The meeting adjourned at 7:36 a.m.

Business Improvement District Financial Statement
For the Month Ending: 10/31/21

CASH ON HAND

Prior Month Ending Balance	\$ 14,713.80
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (2,500.00)
Total Cash on Hand	<u>\$ 12,213.80</u>

DESIGN:

FACADE IMPROVEMENT GRANT PROGRAM

2021 Budget	\$ 8,000.00
2020 Carryover	\$ 273.32
6/9/21 BID approval to reallocate board training to Façade Improvement	\$ 1,000.00
Less Approved Grants <i>(expense details below)</i>	\$ (8,654.24)
Funds Available for Distribution (Will carryover available balance to 2022)	<u>\$ 619.08</u>

Expense Details:

<u>Date Approved</u>	<u>Expiration Date</u>	<u>Applicant Name</u>	<u>Grant Amount</u>	<u>Date Paid</u>	<u>Check #</u>
3/10/2021	11/10/2021	Tom Kulczewski/Real Sportscards	\$ 2,000.00	07/07/21	534
5/12/2021	8/12/2021	The Clothing Pallet	\$ 2,000.00	08/09/21	536
6/9/2021	12/9/2021	The Parlor Hair Boutique	\$ 450.00		
6/9/2021	9/9/2021	Weaving It Up to You	\$ 204.24	07/12/21	535
6/9/2021	12/9/2021	c.verhage.photo	\$ 2,000.00		
6/9/2021	12/9/2021	Thrivent Financial	\$ 2,000.00	10/15/2021	539
Total Approved Grants			<u>\$ 8,654.24</u>		

BEAUTIFICATION EXPENSES (MAIN STREET AND SIDE STREET PLANTING PROGRAM AND IMPLEMENTATION)

2021 Budget	\$ 3,500.00
2020 Carryover	\$ 298.11
Less Year-to-Date Expense <i>(expense details below)</i>	\$ (1,503.28)
Funds Available for Distribution	<u>\$ 2,294.83</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
5/11/2021	Marten's Ace Hardwa	Replacement planter for Adopt-A -Planter Pr	\$ 14.99	531
6/16/2021	Waupun Florist	Adopt a Planter Program	\$ 630.00	532
6/29/2021	Marten's Ace Hardwa	Plantings for Main St. Planters	\$ 858.29	533
Total Beautification Expense			<u>\$ 1,503.28</u>	

Promotions:

MARKETING & PROMOTION EXPENSES (BID DISTRICT ADVERTISING)

2021 Budget	\$	500.00
9/8/21 Board approved to reallocate funds from Seminars to Promotions for marketing materials by a consultant	\$	1,000.00
Less Year-to-Date Expense	\$	(500.00)
Funds Available for Distribution	\$	1,000.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
9/24/2021	Waupun Downtown Promotions		\$ 500.00	538
		Total Marketing & Promo Expense	\$ 500.00	

ECONOMIC VITALITY: Seminars, Market Analysis, New Business Attraction Efforts (formerly Pop-up Waupun Funds)

2021 Budget	\$	12,362.19
2020 Carryover	\$	3,015.62
Less 9/8/21 board approval to reallocate from Seminars to Promotions	\$	(1,000.00)
Less Year-to-Date Expense & Budgeted Rent Expense for 2021	\$	(8,527.92)
Funds Available for Distribution (see details below)	\$	5,849.89

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
1/4/2021	Dustin Bruntjen	Pop-up Shop Rent Jan '21	\$ 400.00	521
2/4/2021	Dustin Bruntjen	Pop-up Shop Rent Feb '21	\$ 400.00	525
2/16/2021	Waupun Utilities	Pop-up Shop utilities Jan '21	\$ 123.48	526
2/23/2021	Alliant Energy	Pop up shop utilities for Jan '21	\$ 115.68	527
3/9/2021	Alliant Energy	Pop-up Shop utilities Feb '21	\$ 130.89	528
3/12/2021	Waupun Utilities	Pop-up shop utilities Feb '21	\$ 127.87	529
8/19/2021	UW Madison	Downtown Market Analysis	\$ 7,230.00	537
		Total Economic Vitality Expense	\$ 8,527.92	

Economic Vitality Funds Available Breakdown:

Pop-up Program Detail Breakdown (9/14/21: BID Board Reclassified Pop-up Program to New Business Attraction Efforts) :

2021 Budget Allocation	\$	3,000.00
2020 Carryover	\$	1,646.37
Total funds available for 2021	\$	4,646.37
2021 expenses	\$	1,297.92
9/14/21 Repurpose funds to New Business Attraction Efforts	\$	(3,348.45)
Pop-up Program's 2021 balance	\$	-

New Business Attraction Efforts

9/14/2021 Pop-up Funds Allocated to New Bus. Attraction	\$	3,348.45
2021 Expenses	\$	-
New Business Attraction Efforts Balance Remaining	\$	3,348.45

Market Analysis

2021 Budget	\$ 8,362.19
2020 Carryover	\$ -
Total funds available for 2021	\$ 8,362.19
2021 expenses	\$ 7,230.00
Market Analysis 2021 balance	\$ 1,132.19

Seminars/other allocations under Economic Vitality:

Training from 2021 budget	\$ 1,000.00
Less 9/8/21 board approval to reallocate training budget to promotions	\$ (1,000.00)
2020 Carryover (includes Ignite training & difference in estimated budgeted carryover)	\$ 1,369.25
Total funds available for 2021	\$ 1,369.25
2021 expenses	\$ -
Balance remaining	\$ 1,369.25

ORGANIZATION: AUDIT AND BOARD MEMBER WORKSHOP

2021 Budget	\$ 1,500.00
2020 Carryover	\$ 500.00
Less 6/9/21 board approval to reallocate training to Façade grants	\$ (1,000.00)
Less Year-to-Date Expenses	\$ (1,000.00)
Funds Available for Distribution	\$ -

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
5/5/2021	City of Waupun	Audit Fee	\$ 1,000.00	530
Total Audit and Board Member Workshop Expense			\$ 1,000.00	

Budget Summary for Remaining Cash Balance

Cash on hand	\$ 12,213.80
Façade Grant Funds Available for Distribution (Carryover for 2022)	\$ 619.08
Outstanding Façade Grants & checks	\$ 2,450.00
Beautification Funds Available for Distribution (Carryover for 2022)	\$ 2,294.83
Outstanding Beautification Payments	\$ -
Marketing & Promotion Funds Available for Distribution	\$ 1,000.00
Economic Vitality Funds Available for Distribution	\$ 5,849.89
Organization Funds Available for Distribution	\$ -
2021 allocated grant & expense dollars	\$ 12,213.80