



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Zoom
Wednesday, June 10, 2020 at 7:00 AM

VIDEO CONFERENCE AND TELECONFERENCE

The Waupun Business Improvement District Board will meet virtually at 7:00am on June 10, 2020, via Zoom. The public may access the conference meeting online or by phone. Instructions to join the meeting are provided below:

Join Zoom Meeting:

<https://zoom.us/j/758457617?pwd=TzYzejZiSDhDN0UwSkpxUHMzQUZKUT09>

Meeting ID: 819 9321 7208

Password: 325695

Phone:

1-312- 626-6799

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 May 13, 2020 Minutes
- [3.](#) May 2020 Financial Statement

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

- [4.](#) House to Home Properties, LLC. (314 E. Main St.)

DISCUSSION ITEMS:

- [5.](#) We're All In Funding Opportunity from WEDC
6. Status of Training Opportunities
7. Implementation of Streetscaping Plan
8. Waupun Area Chamber of Commerce Update
9. Administrator Update

ADVANCED PLANNING:

10. Possible Future Agenda Items
11. Date of Next Scheduled Meeting (July 8, 2020)

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 AMENDED - BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, May 13, 2020 at 7:00 AM

Committee Members Present:

- Austin Armga
- Krista Bishop
- Kate Bresser
- Gary DeJaeger
- Jan Harmsen
- Jonathan Leonard
- Jodi Mallas
- Rich Matravers
- Teresa Ruch
- Tyler Schulz

Waupun Chamber of Commerce:

Casey Despres Executive Director

Staff Present:

Kathy Schlieve Administrator
Sarah Van BurenCommunity & Economic Development Coordinator

Call to order

Ms. Van Buren called the meeting to order at 7:03 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 Ms. Harmsen and seconded by Mr. DeJager, passing unanimously.

2. Recognition of Mayoral Appointment of Members to the Business Improvement District Board

Recognition of Mr. Armga, Ms. Bresser, Mr. Leonard, and Ms. Mallas to the BID Board is heard.

3. Nominations and Appointment of Chair of the Business Improvement District Board

A motion to appointment of Ms. Bishop as Chair of the BID Board was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.

4. Nominations and Appointment of Vice-Chair of the Business Improvement District Board

A motion to appointment of Ms. Ruch as Vice-Chair of the BID Board was made by Ms. Bishop and seconded by Mr. DeJager, passing unanimously.

5. Selection of the Day of Month and Time of Business Improvement District Board

A motion to continue with the second Wednesday at 7:00am for holding the monthly meeting was made by Ms. Ruch and seconded by Mr. DeJager, passing unanimously.

6. Approval of March 11, 2020 Minutes

A motion to approve the March 11, 2019 minutes was made by Ms. Harmsen and seconded by Mr. DeJager, passing unanimously.

7. Approval of March 2020 Financial Statement

A motion to approve the March 2020 financial statement was made by Mr. Schulz and seconded by Ms. Harmsen, passing unanimously.

8. Approval of April 2020 Financial Statement

A motion to approve the April 2020 financial statement was made by Mr. Schulz and seconded by Mr. DeJager, passing unanimously.

9. Revisions to 2020 Operating Budget

Ms. Van Buren provided a summary of the information included in the agenda packet regarding the need to provide educational supports for our downtown businesses in response to COVID-19.

A motion to recommend City Council approve the reallocation of a portion of funds from the market analysis in the approved 2020 Operating Plan to allow for additional educational programming for business, located in the BID, provided by the Venture Center at Fox Valley Technical College was made by Ms. Harmsen and seconded by Ms. Ruch. Motion passed unanimously.

DISCUSSION ITEMS:

10. Waupun Area Chamber of Commerce Update

- a. Ms. Despres announced the City Council approved the dates and location for the 2020 outdoor farmers market season. Necessary precautions are being taken in light of COVID-19. Vendors and sponsors are still being sought.
- b. The annual golf outing has been rescheduled to July 28th.
- c. Despite COVID-19 membership renewals are still coming in and new businesses have joined the Chamber as a result of the Mother's Day Mashup event.

11. Administrator Update

Administrator Schlieve provided the following updates:

- a. Business outreach efforts
 - To date 178 businesses have been contacted. City staff will continue these efforts as we prepare for reopening of businesses.
- b. An updated on a variety of funding opportunities was given:
 - Federal – some businesses within the community have been successful in getting EIDL and PPP from the Small Business Administration (SBA)
 - Fond du Lac County Microloan Program – 15 business in Waupun were awarded funding equating to \$69,000.
 - City of Waupun Downtown Business Relief Program – \$100,000 made available by the CDA. To date 25 businesses have been awarded funds in the amount of \$55,000. If there is no further interest in the funds, the CDA may consider reinstating the Revitalization Grants.
- c. A reopening roundtable was held on May 13th.
- d. Streetscaping update
 - Downtown planters have been repainted and will be planted on May 19th, with a rain date of May 20th.
 - Looking to install new banners this year, replace benches, and trash receptacles.
- e. City staff is preparing plans on what reopening of city facilities may look like.
- f. New multifamily housing developments have started and one property is slated to be open in the fall.

ADVANCED PLANNING:

12. Possible Future Agenda Items

- a. New grant requests (if any are received).

13. Date of Next Scheduled Meeting

The next meeting is scheduled for June 10, 2020.

ADJOURNMENT

The motion to adjourn was made by Ms. Mallas and seconded by Mr. Schulz, passing unanimously. The meeting adjourned at 7:54.a.m.

CASH ON HAND

Prior Month Ending Balance	\$ 25,722.19
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ -
Total Cash on Hand	\$ 25,722.19

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$ 8,000.00
Less Approved Grants	\$ (1,125.00)
Funds Available for Distribution	\$ 6,875.00

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>
1/8/2020	4/8/2020	Rohn Bishop	\$ 1,125.00	02/25/20	505
			\$ -		
		Total Approved Grants	\$ 1,125.00		

BEAUTIFICATION EXPENSES

2020 Budget	\$ 3,500.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	\$ 3,500.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
		Total Beautification Expense	\$ -	

MARKETING & PROMOTION EXPENSES

2020 Budget	\$ 500.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	\$ 500.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
		Total Marketing & Promo Expense	\$ -	

OTHER EXPENSES (Seminars, Market Analysis, Ignite!, Pop-Up Grant Program)

2020 Budget	\$ 14,847.19
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	\$ 14,847.19

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	
		Total Other Expense	\$ -	

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

Applications missing any materials will be returned for completion.

Date: 5/27/20

Applicant Name: SCOTT AYLESWORTH, HOUSE TO HOME PROPERTIES, LLC

Applicant Address: 314 E. MAIN WAUPUN, WI. 53963

Phone: (920) 210-3208 Fax: (920) 324-5272 Email: scott@housetohomeproperties.com

Name of Business/Property: HOUSE TO HOME PROPERTIES, LLC

Property Address: 314 E MAIN ST. WAUPUN, WI. 53963

Property Use: BUSINESS OFFICE

Property owner, if different than applicant: RENE RIDDLE

Owner address: 29 N. MILL ST. WAUPUN, WI. 53963 Owner Phone: (920) 763-2561

Project Summary:

Brief Project Summary: SCRAPE AND PAINT FRONT OF BUILDING AND ADD
NEW SIGNAGE.

Total Estimated Cost: \$ 3,038.87

Total Grant Request: \$ 1519.44

Projected Start Date: 6/15/20

Projected Completion Date: 7/31/20

Name of Contractor: PAINTWORK, LLC (PAINTING)
WESTPHAL (SIGNAGE)

Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: SR (Inspector's initials)

Required attachments:

Project plan(s) to 1/4" scale, if applicable

Current photo(s) of property

Release of Information Letter (attached)

Paint color(s) or material sample(s), if applicable

Quotes/Estimates

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: 5/27/20

Application reviewed for completeness by SR (initials). Date: 5/28/20

Applicant notified of scheduled BID meeting by SR (initials). Date: 6/3/20

- No outstanding taxes or assessments.
- No outstanding utility bills.

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

Date: 5/27/20

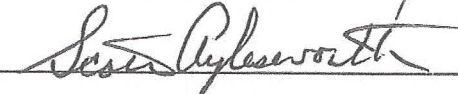
To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

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.

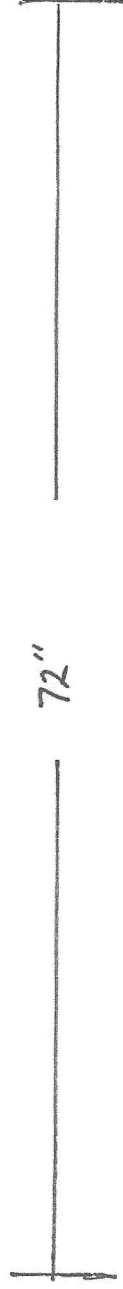
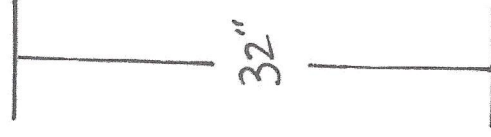
Signed,

Name (print): SCOTT AYLESWORTH/HOUSE TO HOME PROP, LLC

Signature: 

Date: 5/27/20

WALL SIGN APPROXIMATELY SAME SIZE
AND LOCATION AS EXISTING SIGN ABOVE
ENTRANCE DOOR



REMOVE

REPLACE VINYL

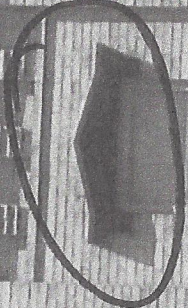
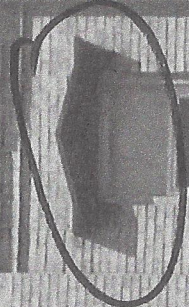
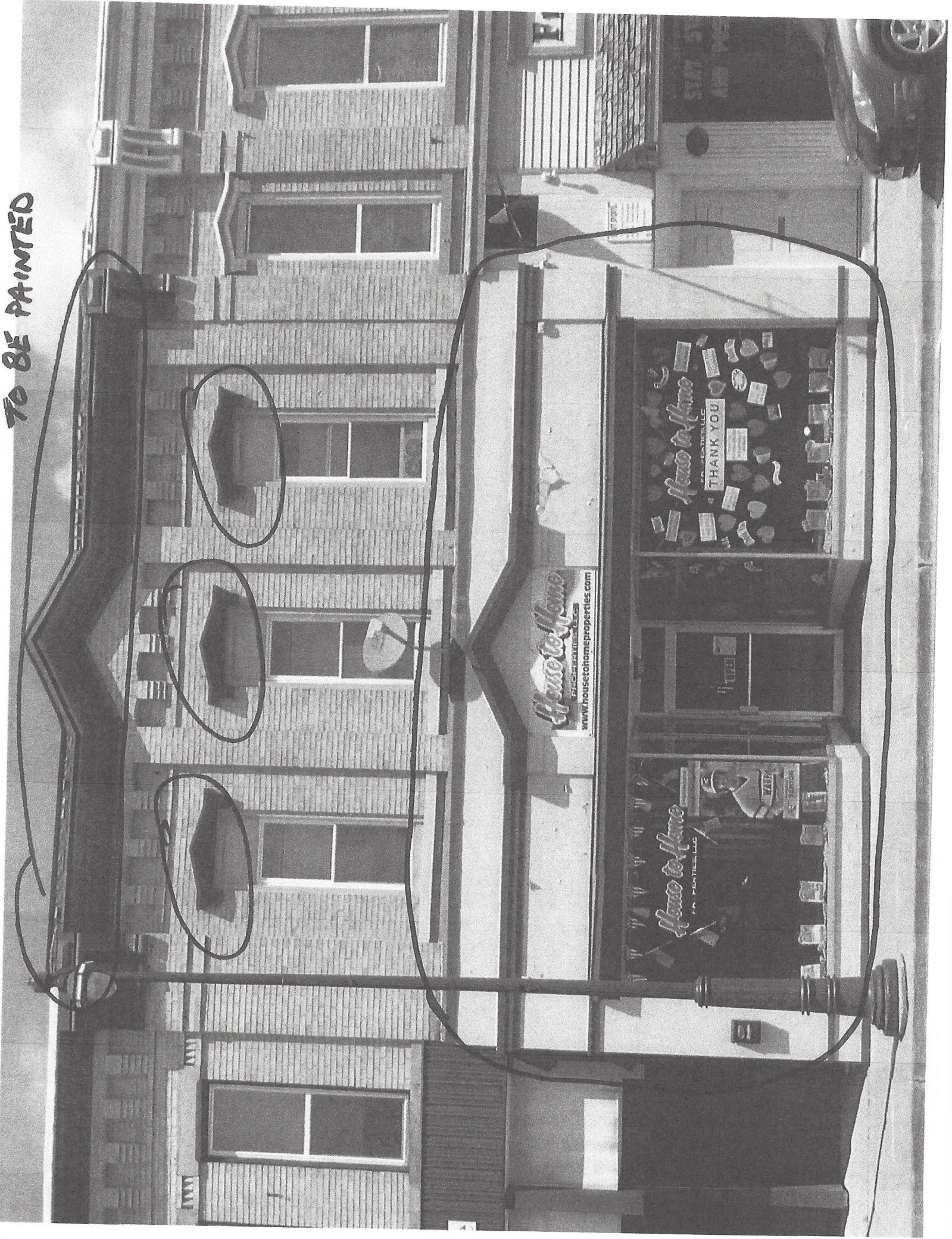
REPLACE WALL SIGN

House to Home
PROPERTIES, LLC
www.housetohomeproperties.com

House to Home
PROPERTIES, LLC
THANK YOU

House to Home
PROPERTIES, LLC
WARRIOR SENIOR

TO BE PAINTED



Home to Home
REAL ESTATE LLC
www.housetohomeproperties.com

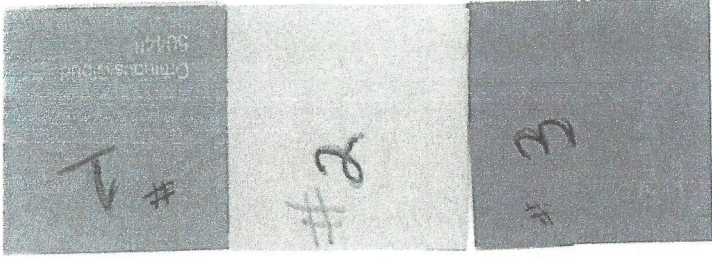
Home to Home
REAL ESTATE LLC
THANK YOU

Home to Home
REAL ESTATE LLC

GREY

LIGHT GREY

LIGHT PURPLE





Residential - Commercial - Interior/Exterior

521 Bronson St.
 Waupun, WI 53963
 Phone (920) 583-6614

Proposal

DATE: May 26, 2020
ESTIMATE # 131
FOR: painting to entire building front

Bill To:

Scott Aylesworth
 House to Home properties
 314 E Main St
 Waupun, WI 53963
 920-210-3208
sayles2@yahoo.com

DESCRIPTION	AMOUNT
House to home wishes to repaint the front of their office and would like to change colors as well this estimate is based on 3 colors. due to the condition of the existing paint the project will need to be scraped, primed, and painted. I suggest 2 coats for durability and longevity. painting to roof moulding, window moulding, and upper window sill	605.21
Building front will be painted in SW Superpaint Exterior (sheen TBD)	1,083.66
SUBTOTAL	\$ 1,688.87
DEPOSIT DUE PRIOR TO COMMENCMENT OF WORK	\$ 422.22
BALANCE DUE AT COMPLETION	\$ 1,266.65

We hereby propose to furnish material & labor complete in accordance with the above specs.
 If you have any questions concerning this estimate, contact Josh, (920) 583-6614, joshmuld@gmail.com

Acceptance of Proposal: _____
 Signature & Date

THANK YOU FOR YOUR BUSINESS!

Sign Proposal for: House to Home Properties

(2) window decals	\$400.00
(1) custom dimensional sign painted	\$950.00

**all graphics by client and approvals prior to starting job

- BRAND DEVELOPMENT
- WEB + DIGITAL
- DESIGN
- COPYWRITING
- VIDEO
- PHOTOGRAPHY
- SOCIAL MEDIA
- OFFSET PRINT
- DIGITAL PRINT
- WIDE-FORMAT
- SIGNAGE
- VEHICLE GRAPHICS
- EMBROIDERY
- PROMOTIONAL

Price: \$ 1,350.00

Deposit Received: \$ _____

Sign

Client

John A. Westphal

Westphal

Date

5-18-20

Date





WE'RE ALL IN SMALL BUSINESS GRANT

PANDEMIC RELIEF FOR SMALL BUSINESSES IN WISCONSIN

Small businesses in Wisconsin often operate on razor-thin profit margins and hold very little cash in reserve, which makes weathering the effects of a global pandemic particularly challenging. Complicating matters for these small businesses seeking federal or other financial assistance is that they often lack the financial relationships required, or are otherwise ineligible to qualify for these programs. WEDC's **We're All In Small Business Grant** is designed to help these small businesses get back on their feet, while also encouraging adoption of best practices to keep employees, customers and communities safe.

HOW IT WORKS

Funded by the federal Coronavirus Aid, Relief and Economic Security (CARES) Act, the **We're All In Small Business Grant Program** will provide \$2,500 to 30,000 Wisconsin small businesses to assist with the costs of business interruption or for health and safety improvements, wages and salaries, rent, mortgages and inventory.

ELIGIBILITY REQUIREMENTS

To be eligible, businesses must:

- employ 20 or fewer full-time equivalent (FTE) employees, including the owner;
- earn greater than \$0 but less than \$1 million in annual revenues; and
- have been in business in February 2020.

Applications will be reviewed for eligibility and will be scored, ranked and awarded based on industries with the greatest impact due to the COVID-19 pandemic, community distress and geographic dispersion. Whether the business has received assistance through WEDC's Small Business 20/20 or Ethnic Minority Emergency Grant initiative, or the U.S. Small Business Administration Economic Injury Disaster Loan Program or Payroll Protection Program will also be considered.

LEARN MORE

For more information about WEDC's **We're All In Small Business Grant**, and to apply when program is live, visit wedc.org/WAI-Small-Business-Grant.

You will need the following documents to apply:

- Federal tax return from 2018 or 2019
- Signed W-9 form available at www.irs.gov
- A letter or email of acknowledgment from a community organization indicating your business was in operation in February 2020. Acknowledgments may be from any of the following:
 - Chamber of commerce
 - Main Street or Connect Communities organization
 - Local business improvement district
 - Neighborhood economic development association
 - Local economic development organization
 - County economic development organization
 - Municipality, including tribal government
 - County
 - Local bank, credit union or community development financial institution
 - Regional UW Small Business Development Center
 - U.S. Export Assistance Center – Wisconsin
 - Regional economic development organization
 - Regional Planning Commission
 - Trade association



GOING ALL IN

Grant recipients will become **We're All In** businesses by pledging to observe health safety best practices in their facilities to protect employees, customers and the communities in which they operate. Industry-specific safety guidelines can be found at wedc.org/reopen-guidelines.