



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Zoom
Wednesday, November 11, 2020 at 7:00 AM

VIRTUAL & TELECONFERENCE MEETING

Join Zoom Meeting

<https://us02web.zoom.us/j/89151048624?pwd=M1N3alQ5OGtPWjM1ZFRKYkjhSktJQT09>

Meeting ID: 891 5104 8624

Passcode: 024598

-OR-

Dial by your location

(312) 626-6799 US (Chicago)

Meeting ID: 891 5104 8624

Passcode: 024598

CALL TO ORDER

ROLL CALL

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 14, 2020 Business Improvement District Meeting Minutes
3. Approval of October 2020 Financial Statement

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

4. 317 E. Main Street - K's Boutique
5. 432 E. Main Street - Finishing Touches by Rich
6. 305 E. Main Street - Gysbers Jewelry

DISCUSSION ITEMS:

7. Waupun Area Chamber of Commerce Update
8. Administrator Update

ADVANCED PLANNING:

9. Potential Agenda Items
10. Next Meeting - December 9, 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 – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Zoom
Wednesday, October 14, 2020 at 7:00 AM

Committee Members Present:

Austin Armga
Krista Bishop
Kate Bresser (arrived at 7:03 a.m.)
Gary DeJager
Jonathan Leonard (arrived at 7:02 a.m.)
Rich Matravers (phone)
Teresa Ruch
Tyler Schulz

Committee Members Absent:

Jan Harmsen
Jodi Mallas

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Waupun Area Chamber of Commerce:

Casey Koehler Executive Director

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 Mr. DeJager, passing unanimously.

2. Approval of September 9, 2020 Minutes

A motion to approve the September 9, 2020 minutes was made by Mr. DeJager and seconded by Mr. Matravers, passing unanimously.

3. Approval of September 2020 Financial Statement

A motion to approve the September 2020 financial statement was made by Ms. Ruch and seconded by Mr. DeJager, passing unanimously.

4. Adoption of 2021 Business Improvement District Operating Plan & Budget

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

PRIOR OUTSTANDING APPLICATIONS:

5. Scott Aylesworth – House to Home Properties (314 E. Main St.)

Ms. Van Buren provided the members a status of Mr. Aylesworth's project. This project is set to expire September 10, 2020 and in September, the Board approved a 30-day extension in order to allow final receipts to be submitted. The project was completed on time and reimbursement was processed on September 11, 2020.

Ms. Bishop asked for an updated on other outstanding grants. Ms. Van Buren provided brief updates on K's Boutique, Gysbers Jewelry, and Finishing Touches by Rich.

DISCUSSION ITEMS:

6. Pop-Up Waupun Update

Information regarding the Pop-Up Waupun program was shared with the Board. At the September meeting, staff shared that 20 S. Madison was the selected space for the program. However, that space has fell through and staff from the City and the Chamber worked to find a new space, this caused the program start to be delayed. 427 E. Main has been selected and the Pop-Up business, ThatMom Creations, will be moving into the space on November 1, 2020. The City's financial commitment for the program has been extended until the end of February 2021 to accommodate the delayed start.

The property owner is excited to participate in the program. ThatMom Creations is also excited to be in this new location, as it will improve visibility to her business. City and Chamber staff are now working on creating a marketing campaign.

7. Waupun Area Chamber of Commerce Updates

Ms. Koehler provided the following updates:

- Downtown Mini-Markets will continue in October, weather dependent. The Winter Market will start November 14th and will take place at Crossroads Fellowship church.
- In response to COVID-19, the Chamber has been working with the City and Waupun Downtown Promotions to come up with new activities in-lieu of Avenue of Angels. Winter Wonderland will take place November 19-21. More information regarding the activities, please visit the Chamber [website](#).
- [Small Business Saturday](#) will be November 28th.
- [Ho Ho Holiday Hours](#) will start November 5th and conclude December 17th. No extended hours will be on Thanksgiving or Christmas Eve.
- 7-8 people attended the first "Lunch and Learn". The session was [recorded](#) and can be found on the Chamber website. If there are other topics business would be interested in, please reach out to Ms. Despres.

8. Administrator Update

Administrator Schlieve provided the following updates:

- During the September CDA meeting, a strategic planning session was held to develop a framework for the future. With limited time remaining for expenditures to be incurred in the TID, targeted investments to incentivized major improvements will be the focus. A summary of what is approved will be brought to a future BID meeting.
- On October 21st, the Chamber, Waupun Downtown Promotions, and the City will be meeting with Errin Welty to discuss what it will take for Waupun to move from a Connect Community to a Main Street Community.
- WEDC has released a second round of We're All In Grants. The application period opens on October 19th. What is currently known is that industries that were hardest hit or those that did not apply in the first round will be eligible. Recipients would receive up to \$5,000.
- There is a movement to relocate the Senior Center out of the downtown to open up more retail space. This would require a complete buildout project that may not occur until 2023. The top site for consideration is the site next to the Community Center.
- Start-Up Week is November 8-11. During the week, many different virtual programming opportunities will be available throughout the region. Staff has worked with the Venture Center at Fox Valley Technical College to bring programming specifically geared toward entrepreneurs ages 50+.
- Housing continues to be a need within the community. Ground has been broken on the west side for a new subdivision. Staff continues to work with developers to bring more ADA accessible, multi-family units to the City.
- Development of the 2021 budget continues and budget hearing have been scheduled.
- New furnishing for the downtown have been ordered. Depending on when the items are received and the weather, installation will occur. Mr. DeJager inquired if any of the new benches would be place in front of the Food Pantry since those are deteriorating. Ms. Van Buren stated that was not one of the locations identified for the first round of benches but will add it to the list for the second round.

Mr. Leonard asked what was being done to the open space next to the bowling alley. Ms. Schlieve stated it will be an outdoor seating area that will have access to the bowling alley. This will be a great enhancement to the downtown.

ADVANCED PLANNING:**9. Potential Agenda Items**

- Status of Outstanding Projects
- Pop-Up Waupun Update

10. Date of Next Scheduled Meeting

The next meeting is scheduled for November 11, 2020 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. Schulz and seconded by Ms. Bresser passing unanimously. The meeting adjourned at 7:29a.m.

Business Improvement District Financial Statement
For the Month Ending: 10/31/20

CASH ON HAND

Prior Month Ending Balance	\$ 18,803.81
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ -
Total Cash on Hand	<u>\$ 18,803.81</u>

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$ 8,000.00
Less Approved Grants	\$ (7,739.87)
Funds Available for Distribution	<u>\$ 260.13</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>
1/8/2020	4/8/2020	Rohn Bishop	\$ 1,125.00	02/25/20	505
6/10/2020	9/10/2020	House to Home Properties	\$ 1,519.44	09/11/20	512
7/21/2020	10/21/2020	V. Tripp / House of Handcrafters	\$ 712.05	09/03/20	511
8/12/2020	11/12/2020	Finishing Touches by Rich	\$ 1,503.38		
8/12/2020	11/12/2020	K's Boutique	\$ 880.00		
8/12/2020	11/12/2020	Kate Bresser/Gysbers Jewelry	\$ 2,000.00		
		Total Approved Grants	\$ 7,739.87		

BEAUTIFICATION EXPENSES

2020 Budget	\$ 3,500.00
Less Year-to-Date Expense	\$ (3,201.89)
Funds Available for Distribution	<u>\$ 298.11</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
6/15/2020	Waupun Florist	Side Street Flower Planters	\$ 690.00	507
6/26/2020	Farm and Home	Flowers	\$ 74.95	506
7/21/2020	Martin's Ace Hardwar	Flowers & Fertilizer	\$ 436.94	508
8/21/2020	City of Waupun	Contribution to Banner Brackets	\$ 2,000.00	510
		Total Beautification Expense	<u>\$ 3,201.89</u>	

MARKETING & PROMOTION EXPENSES

2020 Budget	\$ 500.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	<u>\$ 500.00</u>

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 & Budgeted Rent Expense for 2020	\$	(2,285.00)
Funds Available for Distribution (not including utility expense)	\$	12,562.19

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount</u>	<u>Paid</u>	<u>Check #</u>
8/18/2020	Fox Vall. Tech. Colleg.	3 virtual websit seminars	\$	1,485.00	509
TBD	Dustin Bruntjen	November - Rent Pop-up Shop	\$	400.00	
TBD	Dustin Bruntjen	December - Rent Pop-up Shop	\$	400.00	
TBD	Utility Expense	November - Utilities Pop-up Shop	TBD		
TBD	Utility Expense	December - Utilities Pop-up Shop	TBD		
Total Other Expense			\$	2,285.00	

Note: Pop-up rent & utility expense is noted through 2020; expense is committed through February 2021