



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, October 21, 2025 at 7:00 AM

The Waupun Business Improvement District will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

Virtual: <https://us02web.zoom.us/j/84239920056?pwd=p2AfVyOLUHjN1GmA0XsUYqIhgl0p7f.1>

Meeting ID: 842 3992 0056

Passcode: 041222

CALL TO ORDER

ROLL CALL OF BOARD MEMBERS

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

CONSENT AGENDA

- [1.](#) August 19, 2025 Business Improvement District Minutes
- [2.](#) BID Financials August 2025
- [3.](#) BID Financials September 2025

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

- [4.](#) Outstanding Applications

ACTION/CONSIDERATION

- [5.](#) 2026 BID Operating Plan

DISCUSSION ITEMS:

- [6.](#) Review Downtown Business District Parking Restrictions
7. Waupun Business Alliance Update
8. City Administrator Updates

ADVANCED PLANNING

9. Next Regularly Schedule BID Meeting is November 18, 2025
10. Save the Date: WEDC Main Street Meeting January 6, 2026

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 BUSINESS IMPROVEMENT
DISTRICT
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, August 19, 2025 at 7:00 AM

Meeting called to order at 7 am by Board Chairperson, Gary DeJager.

Roll call taken. Members present Teresa Ruch, Tyler Schulz, Gary DeJager, Mitch Greenfield (online), Craig Much, Jodi Mallas, Kristine Salkowski, and Steve Daute (online). Also present are Mayor Bishop, Administrator Schlieve, Raina Lyman (Envision Greater Fond du Lac), and Assistant Administrator Casey Langenfeld.

Absent and excused: BJ Yohn; Katie Bohn

Administrator Schlieve notes that the address has a typo for agenda item 5 and that the correct address is 435 not 425 as listed. Motion Schultz, second Ruch to amend the agenda as presented with that change. Carried unanimously.

No one is present for public comment.

Motion Schultz, second Ruch to approve the consent agenda, including BID minutes from June 17, 2025, and BID financials from June and July 2025. Carried unanimously.

Administrator Schlieve notes that the application for Prison City Pub is outstanding, but that the work is complete and we are just waiting for receipts to reimburse the business owner. Kristine Salkowski is on the board and the owner of the business. She indicates that she is waiting for a receipt so that she can submit. No action required at this time.

Application for 435 S Main St, Tony's Family Restaurant. Jose Benitez is present to explain the project. Signage replaces the existing signage from Mateo's as the facility is now under new management. Jose is working through inspections now and hopes to be open in the near future. Total expenditures are estimated at \$5,494.14. Motion Schultz, second Much to approve a matching grant capped at \$2,100.

Administrator Schlieve shares a draft of the 2026 BID Operating plan that has been compiled with the help of Gary DeJager, Mitch Greenfield and Craig Much. The proposed agreement raises the BID assessment rate from \$1.85 to \$2.20 with more dollars direct toward grants. Dollars are also allocated to staffing for a marketing intern in cooperation with Downtown Promotions and support ongoing beatification efforts. A WEDC analysis for BIDs around the State of WI is shared and the proposed amount falls in line with averages outlined in that report. No feedback other than to proceed provided by the Board. The final plan will be presented for approval once assessment rates are finalized.

Raina Lyman provides an update on the Waupun Business Alliance, highlighting educational offerings and noting that WASD is seeking mentors for the incubator.edu program.

Administrator Schlieve provides an update. The City has been accepted in the Main Street Cohort program through WEDC as a way to move the community from Connect Community status to Main Street. The kickoff and first workshop is planned from August 27 at 3 pm. A small group of business owners are working on this and have identified the need to diversify the board. BID members are encouraged to attend. Recruitment is in process for Ignite Rural, a business accelerator program that will run this fall in Waupun. The program culminates with a pitch event with a significant top prize. The WRNC Opportunity fund has met and awarded the first two loans, including

an expansion loan in Waupun. Design work on the back alley project continues and staff is expecting a meeting with businesses in September/October. The sale of 301 E Main St is pending final contingency satisfaction but is expected to close by October 1, 2025.

The next regularly scheduled meeting is September 16, 2025.

Motion Schultz, second Greenfield to adjourn the meeting at 7:29 am. Carried unanimously.

Business Improvement District Financial Statement
For the Month Ending: 08/31/25

CASH ON HAND

Prior Month Ending Balance	\$ 20,083.82
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (2,070.00)
Total Cash on Hand	<u>\$ 18,013.82</u>
Less Outstanding Grants/Checks (not in accounts payable)	<u>\$ (3,676.00)</u>
BID Funds Available	<u>\$ 14,337.82</u>

BUDGET

Revenue	\$ 24,762.49
Less Approved Grants & Expenses	<u>\$ 10,424.67</u>
Remaining Budget Funds Available	<u>\$ 14,337.82</u>

2025 Grants Approved - Not Dispersed

Prison City Pub	\$ 1,576.00
Tony's Family Restaurant	<u>\$ 2,100.00</u>
	<u><u>\$ 3,676.00</u></u>

2025 Actual Operating Expenses

Holiday Planters	\$ 500.00
Sculpture	\$ 500.00
Checks	\$ 127.87
Audit Fees	\$ 1,837.50
Flower Pots - Potting Soil	\$ 91.80
Lost Lake Acres	\$ 1,621.50
Home Sweet Home Real Estate	\$ 1,870.00
A-Dean Enterprises	<u>\$ 200.00</u>
	<u><u>\$ 6,748.67</u></u>

Total of Grants Approved Not Dispersed and Actual Expenses	\$ 10,424.67
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2025 Upcoming Operating Expenses

	<u>\$ -</u>
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Projected Unrestricted Funds	<u>\$ 14,337.82</u>
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Business Improvement District Financial Statement
For the Month Ending: 09/30/25

CASH ON HAND

Prior Month Ending Balance	\$ 18,013.82
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ -
Total Cash on Hand	<u>\$ 18,013.82</u>
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BID Funds Available	<u>\$ 14,337.82</u>

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2025 Upcoming Operating Expenses

<u>\$ -</u>

<u>Projected Unrestricted Funds</u>	<u>\$ 14,337.82</u>
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AGENDA SUMMARY SHEET

MEETING DATE: 10/21/25

TITLE: Outstanding Applications

AGENDA SECTION: DISCUSSION/ACTION

PRESENTER: Schlieve

DEPARTMENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT	
Economic Vitality	--	

ISSUE SUMMARY:

Applications for the following business are outstanding:

- Prison City Pub, 428 E Main St, Signage grant approved 6/17/25
- Tony's Family Restaurant, 435 E Main St, Signage grant approved 8/19/25

Work is complete, waiting for invoice to issue reimbursement on grants.

STAFF RECOMMENDATION:

No action recommended.

ATTACHMENTS:

<u>RECOMMENDED MOTION:</u>
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WAUPUN
CITY OF SCULPTURE

**CITY OF WAUPUN
2026 BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN**

BID Adoption: XX/XX/2025

Common Council Adoption: XX/XX/2025

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2026 OPERATING PLAN (DRAFT)

INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of the law is “to allow businesses within those proposed district to develop, manage, and promote the districts and to establish an assessment method to fund these activities”. Upon petition from property owners within the Waupun Business Improvement District (hereafter “BID”), the City’s Common Council created the BID and adopted its initial operating plan in 1988.

Section 66.1109(3)(b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the operating plan. The board shall then submit the operating plan to the local legislative body for approval”. The Board of the Waupun BID submits this BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1988 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the City’s Common Council. In the interest of brevity, this plan emphasizes the elements which are required by Sec. 66.1109, Wis. Stats. This plan does not repeat the background information that is contained in the initial operating plan.

DISTRICT BOUNDARIES

A calculation of the BID assessment and the 2026 BID map of the district is provided in Exhibit A and Exhibit B.

2025 OPERATING PLAN

The goals, objectives, and strategies of the 2026 Operating Plan as provided in Exhibit C. A summary of estimated revenues and expenditures can be seen in Exhibit D.

PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under §66.1109(1)(f)(4), the Operating Plan must specify how the BID promotes the orderly development of the municipality, including its relationship to any municipal master plan.

The Waupun Business Improvement District was created through private sector initiative to further city goals. The creation of the BID is consistent with the City’s plans and promotes the orderly development of the City in general and the business district in particular. This proposal is consistent with the City’s Comprehensive Plan and all other City Ordinances and Plans.

METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of December 31, 2025, the properties in the district have estimated total BID assessable value of \$18,720,000. This plan proposes to assess the taxable property in the district at a rate of \$1.85 per \$1,000 of assessed value for the purposes of the BID. Exhibit A shows the projected BID assessment for property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of the assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for the Waupun BID

Information on specific assessed values, budget amounts, and assessment amounts are based on 2025 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City's Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

B. Excluded and Exempt Property

Wisconsin law specifies certain properties, which are exempt from the assessment, and allows the municipality to determine whether businesses operating specifically for manufacturing purposes are exempt.

- Wisconsin Statutes § 66.1109(1)(f) 1m: This section details what must be included in a Standard Operating Plan. "Whether real property used exclusively for manufacturing purposes will be specially assessed." Property used exclusively for manufacturing purposes will not be assessed.
- Wisconsin Statutes §66.1109(5)(a): "Property used exclusively for residential purposes will not be assessed."
- Wisconsin Statutes § 66.1109(5)(a): "Real property that is exempted from general property taxes under §70.11 will not be assessed." Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the Business Improvement District, such as in the case of a façade improvement grant or any other grant.

Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the BID, such as in the case of the Façade Improvement Program.

CITY ROLE IN DISTRICT OPERATION

The City of Waupun is committed to helping private property owners in the district promote its development. To this end, the City has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- Provide funding to the BID for administration and promotion of the Façade Improvement Grant program, business and development recruitment, and other initiatives. This is updated on an annual basis and is reviewed each budget year.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- Collect and disperse BID assessments to the district.
- Receive annual audits, as required per Sec. 66.1109(3)(c) of the BID law.
- Encourage partners to support the activities of the district.

BOARD MEMBERS AND STAFF

The Mayor shall appoint the members of the BID Board subject to confirmation by the Common Council. Upon confirmation, board members serve a 3-year term expiring April 30th.

The Board is comprised of six (6) representatives from the BID District and four (4) representatives at-large. The current BID Board and staff are comprised as follows:

REPRESENTATIVE FROM BID DISTRICT		4/30/2028	Tyler Schulz
REPRESENTATIVE FROM BID DISTRICT		4/30/2028	Kristine Salkowski
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Steve Daute
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Bryan Yohn
REPRESENTATIVE FROM BID DISTRICT		4/30/2027	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2028	Craig Much
REPRESENTATIVE AT-LARGE		4/30/2026	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2027	Katie Bohn
REPRESENTATIVE AT-LARGE		4/30/2027	Teresa Ruch
MAYOR	Ex Officio		

Responsibilities of the Board include implementation of this operating plan and preparing annual reports of 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.

FUTURE YEARS' OPERATING PLANS

It is anticipated that the BID will continue to revise and develop the operating plan annually in response to changing development needs and opportunities in the district, in accordance with the purpose and goals in this operating plan.

Section 66.1109(3)(a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2026 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2025 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operation plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

AMENDMENT, SEVERABILITY, AND EXPANSION

The BID has been created under the authority of Section 66.1109 of the Statutes of the Statues of the State of Wisconsin. Should any court find any portion of the statue invalid or unconstitutional, its decision will not be invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statue to narrow or broaden the process of a BID to exclude or include as assessable properties of a certain class or classes of properties, as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Se. 66.1109(3)(b)

Exhibit A – Calculation of 2025 Assessed Values

Exhibit B – 1988 Original BID Map

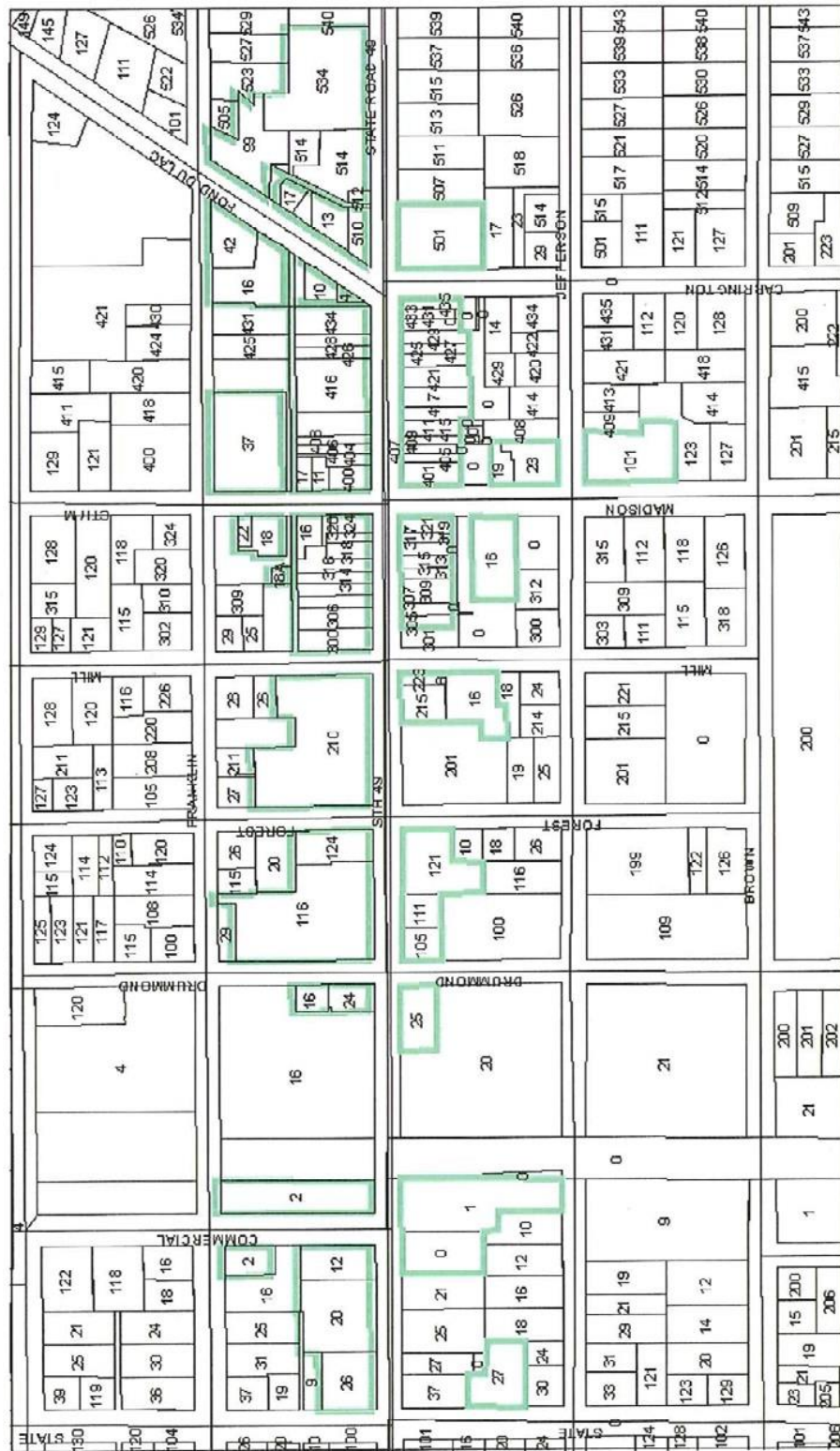
Exhibit C – 2026 Operating Plan Goals, Objectives, and Strategies

Exhibit D – 2026 Budget

Exhibit A – Calculation of 2025 Assessed Values

	Dodge	Fond du Lac	Total
2025 Assessed Value (Commercial divided by 1,000	\$7,964,000	\$10,756,000	\$ 18,720,000
Assessment Rate	7,964	10,756	
	\$ 1.85	\$ 1.85	
2025 BID Assessment for 2026 BID Budget	\$ 14,733.40	\$ 19,898.60	\$ 34,632.00

DRAFT

City of Waupun
Bid District

Legend

BID District



Exhibit C – 2026 Operating Plan Goals, Objectives, and Strategies

1. Administer the BID Program in accordance with the approved operating plan.

- a. Annual mayoral appointments of BID Board members.
- b. Complete and annual audit in conjunction with City financial practices.
- c. Annual report to board members
- d. Communicate and solicit feedback from members.
 - i. Review, update and execute the operating plan.
 - ii. Build networks that strengthen working relationships/partnerships to promote the district.
 - iii. Expand BID boundaries based on business inquiry.
 - iv. Complete annual audits as required by WI Statute.
 - v. Publish and distribute annual reports to members.
- e. Board development and administration
 - i. Recruit, develop and engage board members.
 - ii. Partner with city for administration and execution of operating plan.
- f. Strengthen collaboration among community partners to benefit the district.
 - i. Strengthen collaboration among community partner organizations.
 - ii. Maintain Connect Community status through WEDC.
 - iii. Participate in WEDC Cohort Program to determine feasibility of moving to Main Street status.

BUDGET ALLOCATION: \$2,032

2. Promote Downtown Waupun as a Destination.

- a. Fund a shared marketing intern with Downtown Promotions to promote the District.
- b. Work in collaboration with Destination Lake Winnebago Region to promote the District.
- c. Contribute to annual marketing / events calendar to encourage traffic in the district.

BUDGET ALLOCATION: \$7,000

3. Improve the aesthetic / visual appeal of Downtown Waupun.

- a. Support façade improvements in the District.
 - i. Façade improvement grants.

- ii. Educate/support property owners, helping them pursue various financial assistance programs to encourage property redevelopment.
- b. Support implementation of Streetscaping Plan.
 - i. Maintain downtown spaces that are clean, safe, comfortable and welcoming.
 - ii. Partner with city departments to manage safety, parking, snow removal, and planter program.
 - iii. Partner with the CDA on implementation of Streetscaping/Design WI Plan.

BUDGET ALLOCATION: \$19,400

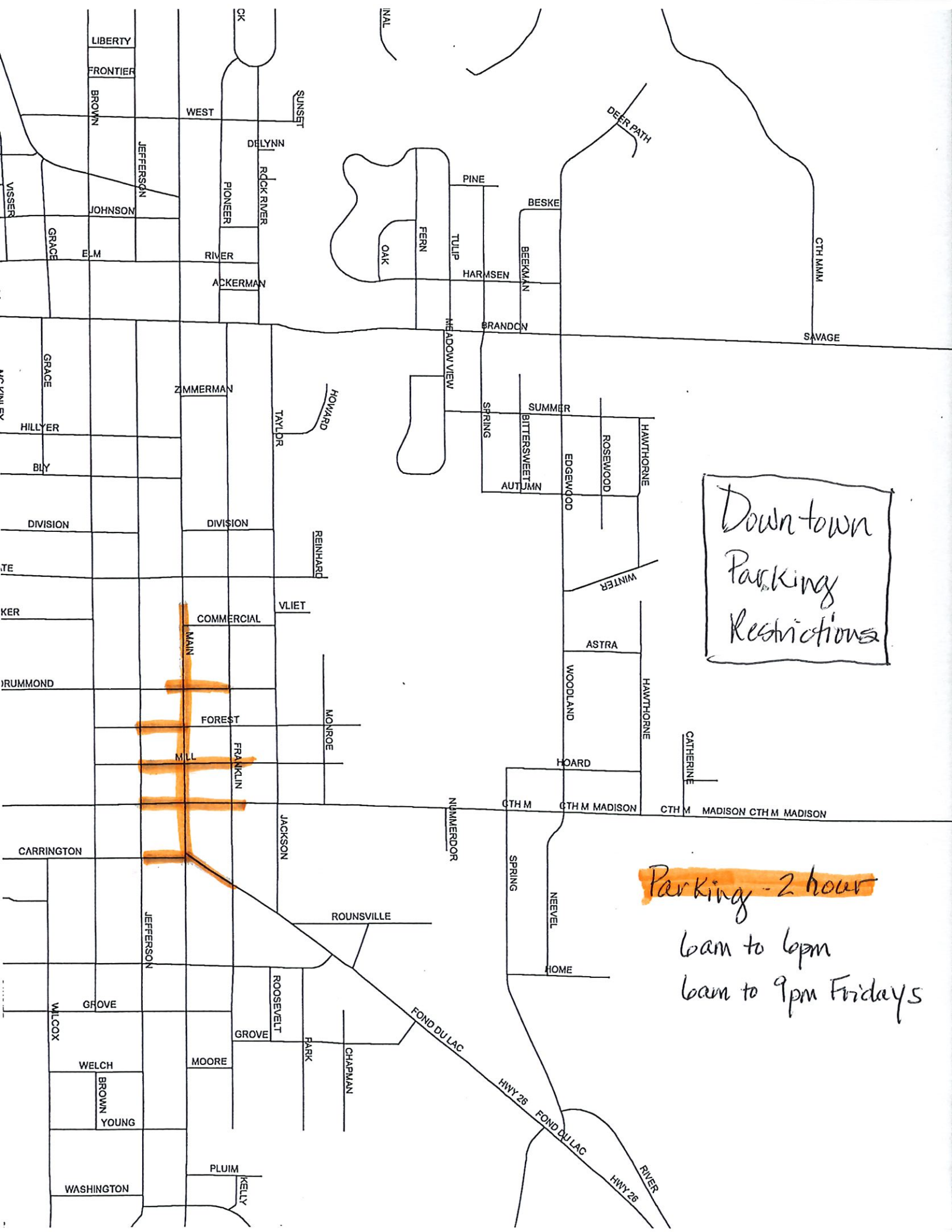
4. Attract, retain, and facilitate development of a unique mix of businesses in coordination with district partners.

- a. Work to retain businesses in the district.
 - i. Maintain a business retention program to identify business retention and expansion opportunities.
 - ii. Provide educational opportunities to support the growth of downtown businesses.
 - iii. Promote WRNC Opportunity Fund to increase access to capital for small businesses in the district.
- b. Work to attract new businesses to the district.
 - i. Follow up on leads of business looking to open, expand or relocate.
 - ii. Provide entrepreneurial startup business coaching through Ignite network.
 - iii. Promote WRNC Opportunity Fund to increase access to capital for small businesses in the district.
 - iv. Promote and facilitate business attraction grant program.

BUDGET ALLOCATION: \$6,200

Exhibit D – 2026 BID Budget

INCOME:				
2025 Assessment Total			\$	18,720,000.00
Divided by \$1,000			\$	18,720.00
Assessment Rate: \$1.85/\$1,000				
2024 BID Assessment			\$	34,632.00
TOTAL INCOME:			\$	34,632.00
EXPENSES:				
Organization			\$	2,032.00
Promotions			\$	7,000.00
Design			\$	19,400.00
Economic Vitality			\$	6,200.00
TOTAL EXPENSE:			\$	34,632.00



Downtown
Parking
Restrictions

Parking - 2 hour
6am to 6pm
6am to 9pm Fridays