



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
Zoom  
Wednesday, December 09, 2020 at 7:00 AM

**VIRTUAL & TELECONFERENCE MEETING**

Join Zoom Meeting

<https://us02web.zoom.us/j/81379480303?pwd=MnE1RzE2dGJQMkpCdGEwS2dJZkltZz09>

Meeting ID: 813 7948 0303

Passcode: 170007

-OR-

Dial by your location

(312) 626-6799 US

Meeting ID: 813 7948 0303

Passcode: 170007

**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 November 11, 2020 Business Improvement District Minutes
3. Approval of November 2020 Financial Statement

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

4. 305 E. Main Street - Gysbers Jewelry

**DISCUSSION ITEMS:**

5. Wisconsin Main Street Program Informational Presentation by Errin Welty

**ADVANCED PLANNING:**

6. Potential Agenda Items
7. Next Meeting - January 13, 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 AMENDED – SPECIAL BUSINESS**  
**IMPROVEMENT DISTRICT MEETING**  
Zoom  
Wednesday, November 11, 2020 at 7:00 AM

Committee Members Present:

Krista Bishop  
Kate Bresser  
Gary DeJager  
Jan Harmsen  
Jonathan Leonard  
Rich Matravers (left at 7:24am)  
Teresa Ruch  
Tyler Schulz

Committee Members Absent:

Austin Armga  
Jodi Mallas

Staff Present:

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 7:02am.

**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. Matravers, passing unanimously.

**2. Approval of October 14, 2020 Minutes**

A motion to approve the October 14, 2020 minutes was made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

**3. Approval of October 2020 Financial Statement**

A motion to approve the October 14 2020 financial statement was made by Mr. Matravers and seconded by Ms. Harmsen, passing unanimously.

**PRIOR OUTSTANDING APPLICATIONS:**

**4. Katrina Hoinacki – K’s Boutique (317 E. Main St.)**

Ms. Van Buren provided the members a status of Ms. Hoinacki’s project. This project is set to expire November 12, 2020. The project was completed last week and receipts have been submitted for reimbursement. If reimbursement has not occurred by November 12, 2020, Ms. Van Buren is recommending a brief extension to allow reimbursement to be processed.

A motion to extend the project by two weeks to allow for reimbursement was made by Mr. DeJager and seconded by Mr. Matravers, passing unanimously.

## **5. Rich Oosterhouse – Finishing Touches by Rich (432 E. Main St.)**

Ms. Van Buren informed the group that the installation of the sign was delayed since the property owner expressed interest to the tenant and the City that other façade improvements would be done to the building and would like to complete that work before the sign has been installed. Unfortunately, this has not occurred. Mr. Oosterhouse has procured the signage and was installed yesterday. Signage was installed in a manner that would make for easy removal when the property owner is ready to make the needed façade improvements.

Mr. Oosterhouse is requesting a brief extension to allow for the submittal of receipts and reimbursement by the City to occur.

A motion to extend the project by two weeks to allow for the submittal of receipts and for reimbursement was made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

## **6. Kate Bresser – Gysbers Jewelry (305 E. Main St.)**

Ms. Bresser provided an updated on her building expansion project. Good progress has been made however, the project is delayed to various items being back ordered. Ms. Bresser is requesting a six-week extension to allow for the completion of the project.

A motion to extend the project by six weeks to allow for completion was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.

### **DISCUSSION ITEMS:**

#### **7. Waupun Area Chamber of Commerce Updates**

Ms. Koehler provided the following updates:

- The Winter Market will start November 14<sup>th</sup> 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 28<sup>th</sup>.
- [Ho Ho Holiday Hours](#) will start November 5<sup>th</sup> and conclude December 17<sup>th</sup>. No extended hours will be on Thanksgiving or Christmas Eve.
- The Chamber will be moving to 321 E. Main St on December 1<sup>st</sup>.

#### **8. Administrator Update**

In the absence of Administrator Schlieve, Ms. Van Buren provided the following updates:

- The 2021 budget was approved by the Council at their meeting last night.
- A group of community partners has been exploring what it would take to get Waupun to be a Main Street community. More information will be provided at a future meeting.
- As COVID cases continue to rise in the community, it is important for businesses to have safety protocols in place to keep their businesses open. If signage is needed to help in these efforts, please visit the City's webpage.

### **ADVANCED PLANNING:**

#### **9. Potential Agenda Items**

#### **10. Date of Next Scheduled Meeting**

The next meeting is scheduled for December 9, 2020 at 7:00 a.m.

### **ADJOURNMENT**

The motion to adjourn was made by Mr. DeJager and seconded by Ms. Bresser passing unanimously. The meeting adjourned at 7:25a.m.

**Business Improvement District Financial Statement**  
**For the Month Ending: 11/30/20**

**CASH ON HAND**

Prior Month Ending Balance	\$ 18,803.81
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (1,906.00)
<b>Total Cash on Hand</b>	<b>\$ 16,897.81</b>

**FACADE IMPROVEMENT GRANT PROGRAM**

2020 Budget	\$ 8,000.00
Less Approved Grants	\$ (7,739.87)
<b>Funds Available for Distribution</b>	<b>\$ 260.13</b>

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	11/25/20	518
8/12/2020	11/12/2020	K's Boutique	\$ 880.00	11/7/2020	515
8/12/2020	12/23/2020	Kate Bresser/Gysbers Jewelry	\$ 2,000.00		
		<b>Total Approved Grants</b>	<b>\$ 7,739.87</b>		

**BEAUTIFICATION EXPENSES**

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

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
		<b>Total Beautification Expense</b>	<b>\$ 3,201.89</b>	

**MARKETING & PROMOTION EXPENSES**

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

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
11/2/2020	Waupun Chamber	Holiday Advertising costs	\$ 500.00	514
		<b>Total Marketing &amp; Promo Expense</b>	<b>\$ 500.00</b>	

**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	\$	(2,411.00)
Funds Available for Distribution (not including utility expense)	\$	<u>12,436.19</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
8/18/2020	Fox Vall. Tech. Colleg.	3 virtual websit seminars	\$ 1,485.00	509
10/29/2020	Dustin Bruntjen	November - Rent Pop-up Shop	\$ 400.00	513
11/18/2020	Warrior Fabrication	Sign for Pop-up Shop	\$ 126.00	516
11/25/2020	Dustin Bruntjen	December - Rent Pop-up Shop	\$ 400.00	517
TBD	Utility Expense	November - Utilities Pop-up Shop	TBD	
TBD	Utility Expense	December - Utilities Pop-up Shop	TBD	
		Total Other Expense	\$ 2,411.00	

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