



A G E N D A
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Zoom
Tuesday, September 15, 2020 at 8:00 AM

Video & Teleconference Meeting

Join Zoom Meeting:

<https://us02web.zoom.us/j/87505173350?pwd=dGkxbm93bG93aE5OS1BzYjhUUGQrdz09>

Meeting ID: 875 0517 3350

Passcode: 565952

-OR-

Dial by your location:

(312 626 6799)

Meeting ID: 875 0517 3350

Passcode: 565952

CALL TO ORDER

ROLL CALL

PERSONS WISHING TO ADDRESS THE COMMUNITY DEVELOPMENT AUTHORITY--*State name, address, and subject of comments. (2 Minutes)*

CONSIDERATION - ACTION

- [1.](#) August 18, 2020 Community Development Authority Minutes
- [2.](#) August 2020 Financial Statement

DISCUSSION ITEMS

3. CDA Visioning Session
4. Administrator Report

FUTURE MEETINGS AND GATHERING INVOLVING THE COMMUNITY DEVELOPMENT AUTHORITY

5. Possible Future Agenda Items
6. Date of Next Scheduled Meeting - October 20, 2020

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
COMMUNITY DEVELOPMENT AUTHORITY
MEETING
Virtual/Teleconference
August 18, 2020 at 8:00 AM**

Committee Members Present:

Gary DeJager
Derek Drews
Mayor Julie Nickel
Jill Vanderkin
Nancy Vanderkin
Sue VandeBerg
Cassandra VerHage

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator
Dan VandeZande City Attorney

Other:

Rich Oosterhouse Finishing Touches by Rich

Call to order

Mayor Nickel called the virtual and teleconference meeting of the Community Development Authority to order at 8:01 a.m.

Roll Call of Board Members

Roll call and quorum determined

Public Comment

None.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS

1. Approval July 21, 2020 Community Development Authority Minutes

A motion to approve the July 21, 2020 minutes was made by Ms. VandeBerg and seconded by Ms. J. Vanderkin, passing unanimously.

2. Approval of July 2020 Financial Statement

A motion to approve the July Financial Statement was made by Ms. VandeBerg and seconded by Ms. J. Vanderkin, passing unanimously.

NEW GRANT APPLICATIONS

3. Katrina Hoinacki – K's Boutique (317 E. Main St.)

Katrina Hoinacki, K's Boutique, submitted a Façade Improvement Program application for the property located at 317 E. Main St. to install a projecting sign. The total project cost is \$1 760. The Plan Commission approved a conditional use permit for the sign at their July 15, 2020 meeting. Staff recommends approval.

A motion to approve up to 50% of eligible, non-BID funded expenses, not to exceed \$440.00. Motion made by Ms. VandeBerg and seconded by Ms. J. Vanderkin, passing unanimously.

4. Rich Oosterhouse – Finishing Touches by Rich (432 E. Main St.)

Rich Oosterhouse, Finishing Touches by Rich, submitted a Façade Improvement Program application for the property located at 432 E. Main St. to install new signage. The total project cost is \$3,006.75. Staff recommends approval.

A motion to approve up to 50% of eligible, non-BID funded expenses, not to exceed \$751.69. Motion made by Ms. Nickel and seconded by Ms. VerHage, passing unanimously.

5. Kate Bresser – Gysbers Jewelry (305 E. Main St.)

Kate Bresser, Gysbers Jewelry, submitted a Façade Improvement Program application for the property located at 305 E. Main St. to build an addition to the rear of the building. The total project cost is \$87,000. Staff recommends approval of a larger amount since the project will add value to the district, as well as add jobs.

A motion to approve non-BID funded expenses, not to exceed \$15,000. Motion made by Ms. N. Vanderkin and seconded by Ms. VandeBerg passing unanimously.

STATUS OF OUTSTANDING GRANT APPLICATIONS

6. The Golden Cup (400 E. Main St.)

The CDA's February 18, 2020 approval was **contingent** on providing the following required information that was missing from your application:

- A copy of the cost estimate for the project; and
- A sample of the proposed paint color(s) or material sample(s) that was to be used on the project.

The project was completed and a copy of the receipt has been submitted for reimbursement. A copy of the cost estimate for the project was received however; a sample of the proposed paint color(s) or material(s) was not submitted to the group for their review and approval. Ms. Van Buren requested feedback and direction from the group on how to proceed.

Since the applicant did not meet all conditions cited in the approval letter, Ms. VandeBerg made a motion to reimburse the applicant for \$4,500 instead of \$5,000 with a second from Ms. J. Vanderkin. Motion passed unanimously.

7. House of Handcrafters (11 N. Madison St.)

Ms. Van Buren stated Ms. Tripp has ordered and purchased the paint, the building has been power washed, some scraping and repairs (caulking, filling of screw holes, replacing some nails in the siding) has started, and shutters have been removed to prepare them for painting. Due to the weather, painting has not occurred and but the contractor is on schedule to finish by the end of the month.

DISCUSSION ITEMS

8. Status of City of Waupun COVID-19 Business Relief Program

At the July CDA meeting, this program was rescinded. In summary a total, twenty-eight (28) businesses received funding. With the potential to move back down to Phase I, there could be an impact again to businesses. If so, no relief funding will be available but when developing the budget for 2021, this may be something the group considers.

9. Streetscape Update

Ms. Van Buren provided a status update on the installation of the new banners. Administrator Schlieve presented four options for the CDA members to consider for benches. Four benches will be replaced and one new one will be installed by the Senior Center. Funding for the benches is coming from the aging in place grant. Trash receptacles will also be replaced. The group decided on the design that had marsh grass to better align with the City's brand.

10. Future CDA Strategy & Priorities

The last year of expenditure for TID 6 is 2027 and the members of the CDA will be discussing at the September meeting what the role of the CDA should be and how it can be used to shape the future of the community. Administrator Schlieve mentioned that moving forward the group needs to be strategic about the working being done in the district to facilitate sustainability and increase the value within the district.

Various members of the CDA asked about the status of the Rock Shop and discussed next steps the CDA could undertake in the future.

11. Administrator Report

Administrator Schlieve provided the following update:

- a. In response to COVID-19 impacts to capacity of restaurants and bars, the Council approved a revision to the ordinances at their July 14, 2020 meeting that would allow outdoor seating and beer gardens. Restaurants and bars that are interested will need to apply for a conditional use permit through the Plan Commission. The Plan Commission will take action on the first application at the August meeting.
- b. The recent Connect Communities award announcement has brought additional attention to our downtown from small businesses looking to locate to the community.

- c. The amendment to the TID 6 boundaries has been approved and the City will be closing on the McKinley Street property today allowing redevelopment opportunities to occur in the upcoming months.
- d. Meeting housing demand for the community is still a priority.
- e. Envision Greater Fond du Lac has approved the use of a dedicated staff member to lead entrepreneurship development within the county. This has led to the restructuring of the IGNITE network and Ms. Schlieve has been selected to chair that group. The first order of business is to develop a strategic plan.
- f. Ms. Van Buren provided an update on the Pop-Up program.
- g. COVID-19 continues to affect the current state and local budgets. Moving forward, the City will be developing a strategic plan as to how to deal with budgeting for the future.

FUTURE MEETINGS AND GATHERINGS

12. Possible Future Agenda Items

- a. Strategic Planning

13. Next Schedule Meeting

- a. The next scheduled meeting will be September 15, 2020

ADJOURNMENT

The motion to adjourn was made by Ms. N. Vanderkin and seconded by Mr. DeJager, passing unanimously. The meeting adjourned at 9:03 a.m.

Community Development Authority Financial Statement
For the Month Ending: 8/31/2020

BUDGET

Budget Category	Original 2020 Budget	Revised 2020 Budget	YTD Expense*	Budget Balance
Grants	\$30,000	\$80,000	\$85,560	-\$5,560
Market Study	\$5,000	\$0		\$0
Streetscape	\$59,000	\$17,000	\$1,611	\$15,389
Targeted Building Improvements	\$20,000	\$20,000		\$20,000
Miscellaneous	\$1,000	\$1,000	\$150	\$850
Audit	\$1,200	\$1,200	\$831	\$369
TID Analysis	\$3,000	\$0	\$0	\$0
	\$119,200	\$119,200	\$88,152	\$31,048
Cash Reserve (prior year unspent budget)	\$20,000	\$20,000	\$0	\$20,000

**YTD Expense totals include funds committed for approved grants that have not yet been paid out*

GRANT EXPENSE DETAILS

Mtg Date	Applicant	Expiration	Date Paid	Grant Amount
2/18/2020	The Golden Cup, 400 E Main	8/18/2020	outstanding	\$4,500.00
4/24, 5/19, 7/21/2020	Various - COVID Business Support Pgm		4/23, 5/21, 7/23	\$64,512.02
7/21/2020	House of Handcrafters, 11 N. Madison	1/21/2021	outstanding	\$356.02
8/18/2020	K's Boutique 317 E. Main St.		outstanding	\$440.00
8/18/2020	Finishing Touches by Rich 432 E Main St		outstanding	\$751.69
8/18/2020	Gysbers Jewelry 305 E. Main St.		outstanding	\$15,000.00
Year-to-Date Approved Grants				\$85,559.73

NON-GRANT EXPENSE DETAILS

Date Paid	Payment Description	Vendor Name	Amount
3/26/2020	Audit Fee	BAKER TILLY VIRCHOW KRAUSE LLP	\$627.00
3/12/2020	Annual TID Fee-TID 3	WISCONSIN DEPARTMENT OF REVENUE	\$150.00
4/16/2020	Audit Fee	BAKER TILLY VIRCHOW KRAUSE LLP	\$204.00
7/23/2020	Banner brackets for downtown banners	TRAFFIC & PARKING CONTROL CO.	\$3,610.80
8/21/2020	BID Contribution to banner brackets	Waupun Business Improvement District	-\$2,000.00
Year-to-Date Non-Grant Expenses			\$2,591.80
Total YTD Expenses			\$88,151.53