



A G E N D A
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, December 19, 2023 at 7:45 AM

The Waupun Community Development Authority will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

Virtual: <https://us02web.zoom.us/j/84949639125?pwd=YWt0R015Z09wN3E5Q1o0WDFpclhrZz09>

Meeting ID: 849 4963 9125

Passcode: 757382

Phone: 312 626 6799 US (Chicago)

CALL TO ORDER

ROLL CALL

CONSIDERATION - ACTION

- [1.](#) Approve November 21, 2023 CDA Meeting Minutes
- [2.](#) Approve November 2023 CDA Financials
- [3.](#) Review Outstanding Applications
- [4.](#) Approve 2024 Façade Improvement Program Guidelines and Application

DISCUSSION

5. City Administrator Update

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 COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, November 21, 2023 at 7:45 AM

Meeting called to order at 7:45 a.m. by Chairperson, Mayor Rohn Bishop.

Roll Call taken. Present are Mayor Bishop, Gary DeJager, Sue Vandeberg, Derek Drews, Jill Vanderkin and Bobbi Jo Kunz, Cassandra VerHage. Also present Administrator Schlieve, Assistant Administrator Langenfeld (online), Jason Whitford (online), Renee Hickman (online).

Motion DeJager, second Kunz to approve the consent agenda, including October 2023 financials and minutes from October 17, 2023 CDA meeting. Carried unanimously.

Review prior outstanding applications. Administrator Schlieve explains that Broken Threads application is delayed by issues with a contractor who has not returned to complete the work. Motion Vanderkin, second Vandeberg to extend grant deadline through December 31, 2023. Carried unanimously.

Administration Schlieve explains the application for 313 E Main Street (Radio Plus / Echos of the Past) and the businesses that will occupy the space. General discussion on support of interior improvements and wanting to shift focus back to support of exterior only improvements in accordance with grant guidelines. Motion Vanderkin, second Drews to table the application request until the CDA can obtain more information from the property owner about proposed improvements. Carried unanimously.

Renee Hickman explains the sign project being done for her business at 25 W Main Street (Advanced College of Cosmetology). Motion Vandeberg, second VerHage to approve a matching grant of \$2,000 in support of the proposal. Carried unanimously.

General discuss on 2024 CDA Grant program guidelines. Determination that the program guidelines should remain focused on exterior improvements and that a future revolving loan fund program could be used to support interior improvements. Administrator Schlieve is recommending the addition of pictures of final improvements be submitted with receipts for reimbursement. Also discussed the need to better communicate the program opportunities, with indication that many businesses are unaware of the opportunity to make improvements using these funds.

Discussion of Revolving Loan Fund Program centered around support of interior improvements as mentioned in previous agenda item. Administrator Schlieve notes that staff are working on program design and that more information will be available for review in quarter one of 2024.

Administrator Schlieve notes that BID is supporting IceFest with a \$500 donation to market the event.

Administrator Schlieve provides a brief update of the creative economy and how it could benefit Waupun, relative to pulling together streetscaping, art installations, and overall economic development efforts. Discussion on the idea of hosting a Creative Economy Summit. Determination made to ask Anne Katz the Executive Director of Create Wisconsin to attend a future CDA meeting to explain the program.

Administrator Schlieve provides an update. City budgets have been approved. The BID rate is increased to \$1.85 per the recommendation of this BID Board, which is offset by a marginal reduction in the city's mill rate overall. A \$200K CDI grant has been submitted to WEDC for redevelopment of 514 E Main St. This project is also supported by a grant from the CDA and a Revolving Loan from Fond du Lac County. The City is working with neighboring jurisdictions on housing needs and are working on a redevelopment plan for 331 Bly St for the purpose of expanded housing. The Fire Staffing study is nearing completion. Finally the city will have a senior from UW

Madison working with us on a capstone project with a focus on advancing work of the Design WI/placemaking work that begin in the fall.

Motion DeJager, second Drews to adjourn the meeting at 8:32 am. Carried unanimously.



CDA Financial Statement

For the Month Ending:

11/30/2023

BUDGET

REVENUE	\$	159,598
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EXPENSE	Budget Amt	YTD Actual	Balance
WAGES	\$ 15,116	\$ (15,116)	\$ -
PROFESSIONAL SERVICES/AUDIT FEES	\$ 1,000	\$ (4,024)	\$ (3,024)
DEBT PAYMENTS	\$ 32,967	\$ (32,895)	\$ 72
PAYOUT FOR 2023 PROJECTS	\$ 28,025	\$ (52,214)	\$ (24,189)
IMPROVEMENT PROJECTS	\$ 40,000	\$ -	\$ 40,000
TARGETED INVESTMENT/STREETSCAPING	\$ 53,971	\$ (3,650)	\$ 50,321
TOTAL EXPENSE	\$ 171,079	\$ (107,899)	\$ 63,180

AVAILABLE PROJECT FUNDS

IMPROVEMENT PROJECTS	\$ (2,214)
TARGETED INVESTMENTS/STREETCAPING	\$ 11,171
CARRYOVER FUNDS PRIOR YEAR(S)	\$ 49,374
REIMBURSEMENT	\$ 28,403
	\$ 86,734

ANNUAL ACTIVITY	AMOUNT
3/23 WEDC GRANT PAYMENT	\$ 134,200
3/23 GRANT REIMBURSEMENT STONE & SUEDE	\$ (105,797)
	\$ 28,403

GRANTS APPROVED	Funds Disbursement Date	\$	40,000
WEAVING IT UP TO YOU! cancelled		\$	-
WIND & UNWIND	10/31/2023	\$	5,000
BROKEN THREADS		\$	5,000
K'S BOUTIQUE	11/21/2023	\$	509
JUDSON'S	10/31/2023	\$	4,742
MAEDOX TAX & ACCOUNTING	10/31/2023	\$	3,163
STATE FARM		\$	5,000
EDWARD JONES		\$	5,000
B&B PLUMBING		\$	5,000
GAPPA PROPERTIES	11/30/2023	\$	5,000
KARSTEN REAL ESTATE	11/21/2023	\$	3,800
			AVAILABLE IMPROVEMENT PROJECT FUNDS \$ (2,214)

GRANTS - TARGETED INVESTMENTS	Funds Disbursement Date	\$	53,971
GYSBER'S JEWELRY		\$	39,300
MSA EAST PLAZA	2/14/2023	\$	3,500
			AVAILABLE IMPROVEMENT PROJECT FUNDS \$ 11,171

GRANTS - CARRYOVER FUNDS	Funds Disbursement Date	\$	79,374
WEE CARE DAYCARE	10/31/2023	\$	30,000
			AVAILABLE IMPROVEMENT PROJECT FUNDS \$ 49,374



AGENDA SUMMARY SHEET

MEETING DATE: December 19, 2023

TITLE: Review Outstanding Applications

AGENDA SECTION: Consideration/Action

PRESENTER: Kathy Schlieve, Administrator

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

ISSUE SUMMARY

The application for Broken Threads remains outstanding (\$2,000). The property owner indicates that a new contractor is secured and onsite to finish the work by the end of the year. We are recommending that this application be extended through the end of January to allow 30 days for processing of invoices and grant close out.

STAFF RECOMMENDATION:

ATTACHMENTS:

RECOMMENDED MOTION:

Motion to extend the grant application for Broken Threads until January 30, 2024 to allow for completion of the work and adequate time for grant close out.

2024 Waupun Community Development Authority Downtown Revitalization Grant

PURPOSE

- Stimulate private investment in high-quality building facade improvements that contribute to the overall strength of downtown as a shopping and dining destination
- Grow the tax base within Tax Increment District 3
- Attract and retain more small retail, restaurant, high density office, and destination locations to our downtown

The Downtown Revitalization Grant Program is available to property owners and businesses within the City of Waupun's Tax Increment District 3 (TID 3). As a matching grant program, the CDA will reimburse the grantee for up to 50% of expenses, with a maximum award of \$5,000. The CDA reserves the right under this program to exceed the maximum grant amount on a case-by-case basis. Applicants are eligible for only one grant award per assessed parcel every two years, unless otherwise approved by the CDA. Exception will be granted to multiple business entities located on a single tax parcel. The Downtown Revitalization Grant Program may be used in conjunction with the Business Improvement District's Façade Improvement Program.

APPLICANT ELIGIBILITY

- The property must be located within TID 3 boundaries, see attached map
- Property owners and tenants are eligible to apply; joint applications are encouraged
- Tenants must have a minimum of 1 year remaining on current lease from the date of application
- Properties zoned residential are not eligible
- Tax exempt properties are not eligible
- Properties will not be eligible if any special assessments, real estate or personal property taxes, utility bills, or other city charges are delinquent
- Applicants located within the Business Improvement District (BID) must first apply to the BID through their Façade Improvement Program. If a BID grant is awarded, the CDA will consider the portion of the application not covered by the BID award. In this case the CDA would reimburse the grantee for up to 50% of the remaining expenses, with a maximum award of \$5,000.

ELIGIBLE IMPROVEMENTS

Improvements shall be visible from the exterior of the building, must comply with all building and zoning requirements, and must be in conformance with the Central Business District Design Guidelines (Waupun Municipal Code Chapter 25, attached). Special consideration will be given to projects that have the ability to generate significant tax increment.

Eligible improvements include but are not limited to:

- Façade Renovations
- Painting, tuck-pointing, masonry repairs
- Signage
- Doors
- Windows

- Awnings
- Deck Construction or Repair
- Outdoor Seating
- Exterior Lighting
- Labor for eligible improvements provided by a hired contractor
- Other activities designated by the CDA

INELIGIBLE IMPROVEMENTS

- General Maintenance
- Interior Improvements **Exceptions will be granted for projects that have the ability to generate significant tax increment*
- Parking Lot Construction or Repair
- Roof Repairs
- Landscaping
- Property acquisition
- Any improvements completed prior to receiving grant approval

APPLICATION SUBMITTAL AND REVIEW PROCESS

- a. Applications are distributed and collected by the CDA.
- b. Prior to submission, applicants must receive project approval by the Building Inspector.
- c. Prior to submission, applicants must obtain Cost Estimates*, Property Photos, a Project Plan drawn to ¼" scale, and Paint/Material Samples. **Program funds come from local tax revenues to support local projects. Although not required, it is appreciated if applicants consider obtaining bids from local contractors in preparing their application.*
- d. Completed applications are reviewed on an as needed basis by the CDA, which has discretion over the program. Applicants must attend the scheduled CDA meeting.
- e. Notification of approval/denial will be provided to the applicant by the CDA within 7 days of the scheduled CDA meeting. Note that the project must be approved prior to any of the work taking place.
- f. Changes to an approved project must be reviewed and approved by the City Administrator. Additional approval by the CDA may be deemed necessary. Failure to obtain approval may result in reduction of award amount or grant forfeiture.

PROJECT COMPLETION AND REIMBURSEMENT

- a. Upon project completion, grantee must submit copies of paid invoices and pictures of completed work to CDA for reimbursement.
- b. Only approved eligible expenses will be considered for reimbursement.
- c. The Grant award amount is not a guaranteed payment amount. Final grant payout is based on project costs reflected in actual paid invoices submitted for reimbursement.
- d. Payout will not exceed the maximum grant amount approved by the CDA. If total project costs are less than estimated, the grant reimbursement will be pro-rated in accordance with grant guidelines.
- e. Projects must commence within ninety (90) days and be completed within six (6) months of grant approval unless otherwise approved by the CDA.
- f. Projects not completed by the deadline will be considered closed due to incompleteness and grant will be forfeited.
- g. Once grant payout is made, the application will be considered closed and no additional expenses will be allowable.

**Waupun Community Development Authority
Downtown Revitalization Grant Application**

Applicant Name: _____

Applicant Address: _____

Phone: _____ Fax: _____ Email: _____

Name of Business/Property: _____

Property Address: _____

Property Use: _____

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: _____

Phone: _____ Email: _____

Property Owner Address _____

Property Owner Signature: _____ Date _____

Expiration Date of Current Lease Agreement: _____ Owner Initials _____

Project Summary: (Provide a brief project summary)

Estimated Start Date: _____ **Estimated Completion Date:** _____

City Building Inspector Approval: _____ **Date:** _____

Required Attachments:

- Cost Estimates
- Project plan(s) drawn to ¼-inch scale, if applicable
- Current photo(s) of property
- Paint color(s) or material sample(s), if applicable

Project Budget:

Projects located in the Business Improvement District: (CDA will consider non-BID covered expenses only)

Did you apply for BID’s Façade Improvement Grant? Yes No

If yes, BID Meeting Date: _____ BID Grant Awarded: \$ _____

Total Estimated Cost of Application: \$ _____

Total CDA Grant Request: \$ _____ *(50% of non-BID covered expenses)*

Release of Information:

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA 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 CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name (print): _____

Applicant Signature: _____ Date: _____

Submit application and attachments to:
 Waupun Community Development Authority – City of Waupun
 201 E. Main Street, Waupun WI 53963
Kathy@cityofwaupun.org

City Staff Use Only:

Date application received: _____

Application reviewed for completeness by _____ (initials). Date: _____

Property reviewed for delinquency by _____ (initials). Date: _____

Applicant notified of scheduled CDA meeting by _____ (initials). Date: _____