



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Tuesday, November 21, 2023 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/83626747403?pwd=eTM3V2RtMjJyRDRxYTQ5TXpZdnFJZz09>

**Meeting ID:** 836 2674 7403

**Passcode:** 857325

**Phone:** 312 626 6799

**CALL TO ORDER**

**ROLL CALL OF BOARD MEMBERS**

**CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:**

- [1.](#) Consent Agenda

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

- [2.](#) Review Outstanding Applications

**DISCUSSION ITEMS:**

- [3.](#) Review Pop Up Program Rules and Application
- [4.](#) Review 2024 Facade Improvement Program
5. IceFest Update and Sponsorship
6. Waupun Business Alliance Update
7. Waupun City Administrator Update

**ADVANCED PLANNING:**

**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 MEETING**  
**Waupun City Hall – 201 E. Main Street, Waupun WI**  
**Tuesday, October 17, 2023 at 7:00 AM**

Meeting called to order by Chairperson Krista Bishop at 7:00 a.m.

Roll call was taken. Present: Gary DeJager, Rich Matravers, Craig Much, Jodi Mallas, Tyler Schulz, Krista Bishop, Mitch Greenfield, and Teresa Ruch (online). Absent and excused is Kate Bresser. Also present Mayor Bishop, Administrator Schlieve, Assistant Administrator Langenfeld.

Motion Schulz, second Much to approve the consent agenda that includes minutes from September 19, 2023 and September financials. No discussion. Carried unanimously.

Discussion on outstanding applications was had. Schlieve notes that there are two projects that should be discussed. Broken Threads is having a difficulty with their contractor and Schlieve recommends an extension through the end of November. K's Boutique has not completed their work and has been difficult to track down. Motion DeJager, second Greenfield to extend application for Broken Threads through November 30, 2023 and to allow K's Boutique to expire on October 31, 2023. Carried unanimously.

Schlieve reviewed the proposed 2024 BID Operating plan and Assessment Rate. Craig Much, Mitch Greenfield and Tyler Schulz met last week to discuss plan and assessment rate. The draft plan as presented calls for strengthening of partnerships per the city's market analysis plan and the creation of a sub-committee to encourage more collaboration. Other notable elements of the plan include the establishment of a consistent marketing presence for downtown, a \$4K increase to the façade improvement program, and restoration of the pop-up program. The plan proposes an increase in assessment from \$1.50 per thousand to \$1.85. Once this group approves, the operating plan and assessment are recommended to the Council for approval. That meeting is planned for November 14, 2023. A letter highlighting changes will be sent to all property owners in the BID. Motion Schulz, second DeJager to adopt the BID Operating Plan with an Assessment Rate of \$1.85 for 2024. Carried unanimously.

Administrator Schlieve Provided an update as follows:

- Envision Greater Fond du Lac Resolution of Support approved last week – importance of regional investment - entrepreneurial support; Chamber stability; workforce; childcare; etc.
- Kick off meeting for food truck alley
- Working with UW Extension on next steps of Design WI process / Secured an UW Madison Student who will be working on design plans for back alleyways / improving walkability of the downtown
- CDA – planning for future sustainability / emphasis on targeted redevelopment / importance of your voice in the process
- Provided an overview of Main Street Housing programs being made available through WHEDA.

Motion Schulz, second Matravers to adjourn. Carried unanimously. Meeting adjourned at 7:35 a.m.

**CASH ON HAND**

Prior Month Ending Balance	\$ 22,931.47
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (4,000.00)
Total Cash on Hand	<u>\$ 18,931.47</u>
Less Outstanding Grants/Checks (not in accounts payable)	<u>\$ (16,076.48)</u>
<b>BID Funds Available</b>	<b><u><u>\$ 2,854.99</u></u></b>

**BUDGET**

2022 Budget Revenue Carryover	\$ 6,317.61
2023 Revenue	\$ 19,532.25
Less Approved Grants & Expenses	<u>\$ (22,994.87)</u>
<b>Remaining Budget Funds Available</b>	<b><u><u>\$ 2,854.99</u></u></b>

**2023 Grants Approved - Not Dispersed**

Broken Threads	\$ (2,000.00)
K's Boutique	\$ (1,102.48)
Gysber's Jewelry	\$ (2,000.00)
Edward Jones	\$ (2,000.00)
State Farm	\$ (2,000.00)
B&B Plumbing	\$ (2,000.00)
Maedox Tax & Accounting	\$ (974.00)
Gappa Properties - 16 S Madison St	\$ (2,000.00)
Karsten Real Estate - 4 Fond du Lac St	\$ (2,000.00)
	<u>\$ (16,076.48)</u>

**2023 Actual Operating Expenses**

1/31/2023		\$ -
2/28/2023		\$ -
3/31/2023	Audit Fees	\$ (1,000.00)
5/4/2023	Martens Ace Hardware/potting soil	\$ (64.26)
6/5/2023	Waupun Area School District/flowers	\$ (1,105.24)
6/27/2023	Martens Ace Hardware/potting soil	\$ (141.39)
6/27/2023	Chic Tique Girls, LLC	\$ (607.50)
10/5/2023	Jud-Sons LLC	\$ (2,000.00)
10/5/2023	Wind & Unwind	\$ (2,000.00)
		<u>\$ (6,918.39)</u>

**Total of Grants Approved Not Dispersed and Actual Expenses** **\$ (22,994.87)**

**2023 Upcoming Operating Expenses**

5/10/2023	Downtown Promotions/Marketing	\$ (3,000.00)
		<u>\$ (3,000.00)</u>

<b>Projected Unrestricted Funds</b>	<b><u><u>\$ (145.01)</u></u></b>
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# AGENDA SUMMARY SHEET

**MEETING DATE:** November 21, 2023

**TITLE:** Review Outstanding Applications

**AGENDA SECTION:** Consideration/Action

**PRESENTER:** Kathy Schlieve, Administrator

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

## ISSUE SUMMARY

The following grant applications are outstanding for review.

2023 Grants Approved - Not Dispersed	
Broken Threads	\$ (2,000.00)
K's Boutique	\$ (1,102.48)
Gysber's Jewelry	\$ (2,000.00)
Edward Jones	\$ (2,000.00)
State Farm	\$ (2,000.00)
B&B Plumbing	\$ (2,000.00)
Gappa Properties - 16 S Madison St	\$ (2,000.00)
Karsten Real Estate - 4 Fond du Lac St	\$ (2,000.00)

**STAFF RECCOMENDATION:**

**ATTACHMENTS:**

**RECCOMENDED MOTION:**



### **Pop-Up Shop Criteria:**

Application submission deadline: **August 13, 2021 at 12pm**

- The selected business will receive a heavily discounted or rent-free storefront in downtown Waupun to try out a business from October 2021 to the end of January 2022.
- Businesses must be ready to open their business October 12, 2021 and be open until January 16, 2022.
- Location will not be finalized until business is selected.
- Commercial kitchen space will not be available in any of the pop-up shop locations.
- Ideal applicants are individuals with a current business run out of their home, businesses looking to open a second location, or business concepts with minimal startup inventory.

### **Pop-Up Rules:**

- Retailers must maintain regular store hours.
- Retailers must sign a waiver of liability regarding program participation, including responsibility for any personal or property damage resulting from tenancy.
- Retailers will pay all necessary sales tax on proceeds, obtain any necessary state permits and carry insurance for liability.
- Retailers must proactively market via social media, relationship marketing, etc. and identify the shop as a part of Waupun's Business Improvement District.
- Retailers are responsible for maintaining building's interior and exterior. Those selected agree to one (1) consultation with a small business expert.

### **Selection:**

- The Selection committee reserves the right to request clarification or additional information from candidates as well as to request that some make presentations.
- Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, availability to install, events, experience, references, willingness to work with the City of Waupun and other retailers, store design, and other issues the selection committee deems appropriate.



## Application for Pop-Up

Any applications received after the deadline will be disqualified. Applications will be accepted via email, hand delivery, or US mail.

**Email to:** [sarah@cityofwaupun.org](mailto:sarah@cityofwaupun.org)

**Hand-deliver to:**

Waupun City Hall  
Attn: Sarah Van Buren  
201 E. Main St.  
Waupun, WI 53963

**Mail to:**

Waupun City Hall  
Attn: Sarah Van Buren  
201 E. Main St.  
Waupun, WI 53963

For questions contact: 920-345-

1656 Applicant Name:

Address:

Email:

Phone:

Describe your proposed store inventory:

Explain how this business will be successful:

Outline the marketing strategies you will employ to get the word out about your store in such a short time:

Describe your staffing strategy and hours of operation:

Describe any events that you may have during your tenancy that would be open to the public:

***Please include the following additional items with this application:***

- A resume or brief biographical summary of your professional career and community work. Provide two references and their contact information.
- You may provide any additional information that you think will assist the selection committee in making their decision.

# Waupun Business Improvement District ~ Façade Improvement Program ~

## INTRODUCTION

The Façade Improvement Program has been established by the Waupun Business Improvement District (BID) and may be utilized in conjunction with the Community Development Authority's Design Assistant Grant and Building Improvement Program.

## PURPOSE/MISSION

- To improve the business climate in downtown Waupun.
- To improve the aesthetics (façade) of existing businesses
- This mission will also enhance the quality of life in the Waupun Area.

## FAÇADE IMPROVEMENT PROGRAM

Property owners and businesses within the B I D of the City of Waupun are eligible for up to \$2,000.00 in matching grant funds for improvements to the exterior of their buildings or improvements visible from the exterior of the building. As a matching grant program, the BID will reimburse the property owner for up to 50% of the expense, up to a maximum of \$2,000.00. The BID reserves the right under this program to exceed the maximum grant amount of \$2,000.00 on a case-by-case basis. All grants will be awarded to eligible applicants while funds are available. Applicants are eligible for only **one grant award per calendar year**, unless otherwise approved by the BID Board.

## ELIGIBLE APPLICANTS

The Façade Improvement Program is available to any Waupun commercial property, or commercial property having a residence, and business owner located in the Business Improvement District.

No application will be reviewed or presented to the committee for their consideration on behalf of an individual or entity that is delinquent in their City of Waupun Property Taxes or Waupun Utility Bills. Neither the grant recipient nor the landlord (if not the same entity) can be delinquent on any utility bills or property taxes in the City of Waupun on any property located in the City.

Eligible projects must meet the requirements of the Zoning Code and Design Standards identified in the Waupun Municipal Code.

## ELIGIBLE ACTIVITIES

- Façade renovations – including but not limited to Window Installation, Signage, Awnings and Exterior lighting
- Other expenses deemed eligible by the BID Board

## INELIGIBLE ACTIVITIES

- Interior items – including but not limited to appliances, lighting, wall coverings, carpet and paint. These items may be funded through grants offered by the Community Development Authority.
- Other expenses deemed ineligible by the BID Board

## PROCESS

- a. Applications are distributed and collected by the BID Board:

Waupun Business Improvement District – Clerk's Office, Waupun City Hall  
201 E. Main Street, Waupun WI 53963

- b. As there are code restrictions, it is the applicant's responsibility to receive approval by the City Building Inspector for all projects prior to submission of application.



- c. Completed applications must be submitted no later than the 1<sup>st</sup> Wednesday of the month in order to be considered at the BID board meeting for that month. **Applicant(s) must attend the scheduled BID board meeting.** Regular BID board meetings are held at 7:00 AM the second Wednesday of every month, Waupun City Hall Council Chambers.
- d. Notification of approval/denial will be provided to the applicant by the BID within five (5) days of application. **Note that the project must be approved prior to any of the work taking place; failure to have prior approval from the BID Board may result in a denial of the funding request for the qualifying project.**
- e. Appropriate documentation, such as invoices, must be submitted to the City Clerk for fund reimbursement upon completion of the project. All reimbursable expenses must be submitted within 90 days of grant approval.
- f. Note that all projects must be underway within ninety (90) days of grant approval.
- g. If the projects are not done in accordance with the requirements and time schedule identified, then the applicant MUST re-appear for re-approval.

## APPLICATIONS

- a. Completed Façade Improvement Program application form (attached)
- b. Completed Release of Information Letter (attached)

## DESIGN GUIDELINES

All applicants shall utilize the design standards set forth in Chapter 25 of the Municipal Code as a guideline for designing improvements to buildings. These design criteria were recommended by the Community Development Authority to the Common Council.

### 1. PURPOSE & INTENT

It is the general intent of the Community Development Authority to renovate, preserve and maintain properties within the redevelopment area of the City of Waupun through a process of design review in order to:

- Encourage urban design excellence
- Integrate urban design and preservation of Waupun's heritage into the process of redevelopment
- Enhance the character of the Waupun business community

### 2. APPLICABILITY

- *Context:* The facility is designed in a manner that is mindful of and complementary to the existing building and natural environment.
- *Harmony:* The facility uses materials, forms and colors that serve as unifying elements with the surrounding buildings and natural environment.
- *Compatibility:* The facility should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.
- *Building Design:* All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located.
- *Facades:* Facades should exhibit rhythms similar to those found in adjacent structures.
- *Colors:* Color selection of exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones are prohibited.
- *Awnings:* Awnings and canopies are encouraged. If provided, they should be designed as an integral component of the building façade.
- *Signage:* Placement of signs shall not be unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations.
- *Historic preservation:* Preservation of unique historic or architectural landmarks is encouraged.

**Waupun Business Improvement District (BID)**  
**~ Façade Improvement Program – Grant Application ~**

*Applications missing any materials will be returned for completion.*

Date: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Business/Property: \_\_\_\_\_

Property Address: \_\_\_\_\_

Property Use: \_\_\_\_\_

Property owner, if different than applicant: \_\_\_\_\_

Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Total Estimated Cost: \$\_\_\_\_\_

Total Grant Request: \$\_\_\_\_\_

Projected Start Date: \_\_\_\_\_

Projected Completion Date: \_\_\_\_\_

Name of Contractor: \_\_\_\_\_

Issue Payment if approved: Applicant or Business (*circle*)

**Approval of City Building Inspector:** \_\_\_\_\_ (*Inspector's initials*)

**Required attachments:**

Project plan(s) to 1/4" scale, if applicable

Current photo(s) of property

Release of Information Letter (attached)

Paint color(s) or material sample(s), if applicable

Quotes/Estimates

**Submit application form and attachments to:**

Waupun Business Improvement District – City Clerk, Waupun City Hall  
201 E. Main Street, Waupun WI 53963  
920-324-7915 ext. 5

**To be completed by City staff only:**

Date application received: \_\_\_\_\_

Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

Applicant notified of scheduled BID meeting by \_\_\_\_\_ (initials). Date: \_\_\_\_\_

**Waupun Business Improvement District (BID)**  
**~ Façade Improvement Program - Release of Information Letter ~**

Date: \_\_\_\_\_

To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall  
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

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

Signed,

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_