



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, September 14, 2022 at 7:00 AM

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

Join Zoom Meeting: <https://us02web.zoom.us/j/81314748015?pwd=aGIBN0ozclBjY0hIMmRZaHpDckZmQT09>

Phone: 312 626 6799 US (Chicago)

Meeting ID: 813 1474 8015

Passcode: 913548

CALL TO ORDER:

ROLL CALL:

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

- [1.](#) Approve July 13, 2022 BID Meeting Minutes
- [2.](#) Approve July 2022 BID Financials

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

- [3.](#) Review Outstanding Applications

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

- [4.](#) Grant Application 426 E Main Street - C.Verhage Photography

DISCUSSION ITEMS:

- [5.](#) UW Extension USDA Grant to Support Strategic Plan for Community Development
6. Administrator Update

ADVANCED PLANNING:

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 BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, July 13, 2022 at 7:00 AM

CALL TO ORDER:

Meeting called to order by Chair, Krista Bishop at 7 a.m.

ROLL CALL OF BOARD MEMBERS:

Committee Members Present:

Krista Bishop	Teresa Ruch
Gary DeJager	Craig Much
Jonathan Leonard	Tyler Schulz
Rich Matravers	Jodi Mallas
Mitch Greenfield	

Committee Members Absent:

Kate Bresser (excused)

All Present:

Kathy Schlieve, Administrator
Jeni Maly
BJ Yohn

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

None present.

CONSIDER APPROVAL OF THE FOLLOWING AGENDA ITEMS:

1. Motion Schulz, second Much to approve Minutes from June 8, 2022 BID Meeting. Carried Unanimously.
2. Motion Schulz, second DeJager to approve June 2022 Financials for BID. Carried Unanimously.

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

2. New Business Recruitment Matching Grant - Imagine That! Art Studio: Jeni Maly is present to discuss her grant request. Administrator Schlieve explains the process for assigning new business recruitment funds similar to what was done in 2021 and explains the request for a \$3000 matching grant to support the opening of Imagine That! Art Studio. Schlieve explains that the same request will be made of the CDA at their upcoming meeting. The proposed improvements are outlined in the grant application packet and support improvements to the physical space of the building to support business attraction. Schlieve explains that the overall budget supports this request but that the board will hear requests on applications today that will require a reallocation of the budget to support all requests. Schlieve notes that the City will not be promoting the Pop Up program in 2022 because no acceptable space has been identified to support the program and recommends utilization of the funds to support this request. Bishop requests that all grant applications are heard before the Board votes on the request.
3. Application for 409 E Main Street - Imagine That! Art Studio

Jeni Maly explains her application for signs under the standard façade improvement grant. DeJager asks about a projecting sign and placement. Per zoning code, the bottom of the sign must be '10 feet from the sidewalk.

4. Application for 307 E Main Street - Weaving It Up to You

Bishop recuses self from discussion as owner of 307 E Main Street and Weaving it Up to You. Vice-Chair Ruch assumes control of the meeting. Bishop explains the scope of her project, which is to restore the east wall of her building above BH Home. The masonry is currently crumbling and causing leaking into neighboring building.

6. Application for 20 W Main Street - B & B Plumbing Services

Chair person Bishop assumes control of meeting. BJ Yohn is present to present his grant application. B&B Plumbing recently acquired the building ad 20 W Main St and is moving the main business to the back of the building. The structure is being renovated to accommodate that move and will result in an additional retail space toward the front of that building.

After hearing all requests, the Board takes the following actions, authorizing reallocations of funds within the budget to accommodate the applications.

Motion DeJager, second to support a \$785 matching grant for signage for Imagine That! Art Studio. Carried unanimously. Much abstains.

Motion Schulz, second DeJager to support a \$3,000 matching New Business Recruitment Grant for Imagine That! Art Studio. Carried unanimously. Much abstains.

Motion Schulz, second Matravers to support a \$2,000 matching grant for Weaving It Up to You. Carried 7-1. Bishop abstains and DeJager votes No.

Motion DeJager, second Leonard to support a \$2,000 matching grant for B&B Plumbing. Carried unanimously.

DISCUSSION ITEMS:

7. Discuss Green Space Design Priorities

Administrator Schlieve shares a preliminary design for the downtown green space and the group discusses prioritization of the plan based on cost. Schlieve suggests applying for a planning grant with East Central WI Regional Planning Commission to help with design and planning and the group concurs. A fall planning discussion will be held with or without grant support.

8. Administrator Update

Schlieve provides general updates on grant work happening in the downtown and provides an update on the United Cooperative deal and TID creation happening in the Industrial Park. Schlieve notes that the city will focus on housing expansion on the east side as part of that overall project plan.

ADVANCED PLANNING:

ADJOURNMENT

Motion Schulz, second Ruch to adjourn the meeting. Meeting adjourns at 7:58 a.m.

CASH ON HAND

Prior Month Ending Balance	\$ 21,010.31
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ -
Total Cash on Hand	\$ 21,010.31

DESIGN:

FACADE IMPROVEMENT GRANT PROGRAM

2022 Budget	\$ 7,869.25
2021 Carryover	\$ 619.08
Less Approved Grants <i>(expense details below)</i>	\$ (8,785.00)
Funds Available for Distribution (Will carryover available balance to 2022)	\$ (296.67)

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>
6/8/2022	12/15/2022	Todd & Shae Cupery (1W Main)	\$ 2,000.00		
6/8/2022	12/15/2022	Todd & Shae Cupery (3AW Main)	\$ 2,000.00		
6/8/2022	12/15/2022	Todd & Shae Cupery (7 W Main)	\$ 2,000.00		
7/13/2022		Jeni Maly / Imagine That! Art Studio LLC	\$ 785.00		
7/13/2022		Trista Bishop Weaving It Up to You!	\$ 2,000.00		

Total Approved Grants **\$ 8,785.00**

BEAUTIFICATION EXPENSES (MAIN STREET AND SIDE STREET PLANTING PROGRAM AND IMPLEMENTATION OF STREETSCAPING PLAN)

2022 Budget	\$ 3,500.00
2021 Carryover	\$ 294.83
Less Year-to-Date Expense <i>(expense details below)</i>	\$ (831.44)
Funds Available for Distribution	\$ 2,963.39

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
6/3/2022	Farm & Home	Main Street Flowers	\$ 831.44	546

Total Beautification Expense **\$ 831.44**

Promotions:

MARKETING & PROMOTION EXPENSES (BID DISTRICT ADVERTISING)

2022 Budget	\$ 750.00
2021 Carryover	\$ 1,000.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	\$ 1,750.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
			\$ -	

Total Marketing & Promo Expense **\$ -**

ECONOMIC VITALITY: Seminars, Market Analysis, New Business Attraction Efforts *(formally Pop-up Waupun Funds)*

2022 Budget	\$ 4,000.00
2021 Carryover	\$ 4,717.70
Less Year-to-Date Expense	\$ (5,262.31)
Funds Available for Distribution <i>(see details below)</i>	<u>\$ 3,455.39</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount</u>	<u>Check #</u>
2/9/2022	Dustin Bruntjin	New Business Attraction_431 E. Main St.	\$ 2,262.31	545
unpaid	Jeni Maly	Pop-up Program Funds _Imagine That!	\$ 3,000.00	unpaid

Total Economic Vitality Expense \$ 5,262.31

Economic Vitality Funds Available Breakdown:**Pop-up Program Detail Breakdown :**

2022 Budget Allocation	\$ 3,000.00
2021 Carryover	\$ -
Total funds available for 2022	<u>\$ 3,000.00</u>
2022 expenses	<u>\$ 3,000.00</u>
Pop-up Program's 2022 balance	<u>\$ -</u>

New Business Attraction Efforts

2022 Budget Allocation	\$ -
2021 Carryover	\$ 3,348.45
2021 Expenses	\$ 2,262.31
New Business Attraction Efforts 2022 Balance	<u>\$ 1,086.14</u>

Educational Workshops:

2022 Budget Allocation	\$ 1,000.00
2021 Carryover	\$ 1,369.25
Total funds available for 2022	<u>\$ 2,369.25</u>
2022 expenses	<u>\$ -</u>
Balance remaining	<u>\$ 2,369.25</u>

ORGANIZATION: AUDIT AND BOARD MEMBER WORKSHOP

2022 Budget	\$ 1,250.00
2021 Carryover	\$ -
Less Year-to-Date Expenses	\$ -
Funds Available for Distribution	<u>\$ 1,250.00</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
Total Audit and Board Member Workshop Expense			<u>\$ -</u>	

Budget Summary for Remaining Cash Balance

Cash on hand	\$	21,010.31
Façade Grant Funds Available for Distribution	\$	(296.67)
Outstanding Façade Grants & checks	\$	8,785.00
Beautification Funds Available for Distribution	\$	2,963.39
Outstanding Beautification Payments	\$	-
Marketing & Promotion Funds Available for Distribution	\$	1,750.00
Economic Vitality Funds Available for Distribution	\$	3,455.39
Unpaid Economic Vitality Fund Grants	\$	3,000.00
Organization Funds Available for Distribution	\$	1,250.00
2022 allocated grant & expense dollars	\$	20,907.11
2022 unbudgeted funds	\$	103.20



AGENDA SUMMARY SHEET

MEETING DATE: 9/14/22

TITLE: Review Outstanding Applications

AGENDA SECTION: Discussion

PRESENTER: Administrator Schlieve

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

ISSUE SUMMARY:

The Following applications are outstanding. Projects are in various stages but there is no need to address extensions for any of the projects at this time.

Grantee	Address	Grant Amount	Project Cost	Award Date	Due Date
Todd & Shae Cupery	1 W Main Street	\$ 2,000.00	\$ 44,000.00	6/8/2022	12/15/2022
Todd & Shae Cupery	3A W Main Street	\$ 2,000.00		6/8/2022	12/15/2022
Todd & Shae Cupery	7 W Main Street	\$ 2,000.00		6/8/2022	12/15/2022
Jeni Maly, Imagine That! Art Studio	409 E Main Street	\$ 3,000.00	\$ 21,564.72	7/13/2022	11/1/2022
Jeni Maly, Imagine That! Art Studio	409 E Main Street	\$ 785.00		7/13/2022	11/1/2022
Krista Bishop, Weaving It Up To You	307 E Main Street	\$ 2,000.00	\$ 8,950.00	7/13/2022	11/1/2022
Bryan Yohn, B&B Plumbing	20 W Main Street	\$ 2,000.00	\$ 27,649.00	7/13/2022	11/1/2022

STAFF RECOMMENDATION:

ATTACHMENTS:

MOTIONS FOR CONSIDERATION:

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

Applications missing any materials will be returned for completion.

Date: 9/1/22

Applicant Name: Cassandra VerHage

Applicant Address: 426 E. Main Street Waupun

Phone: 920-210-6973 Fax: _____ Email: cassandra@cverhagephoto.com

Name of Business/Property: C.VERHAGE.PHOTO

Property Address: 426 E. Main Street Waupun

Property Use: photography studio

Property owner, if different than applicant: _____

Owner address: _____ Owner Phone: _____

Project Summary:

Brief Project Summary: Adding decorative decals to the side wall (facing fond du lac street)
that match the back wall.

Adding signage to the front door.

Total Estimated Cost: \$ \$1060

Total Grant Request: \$ \$530

Projected Start Date: asap

Projected Completion Date: 10-31-22

Name of Contractor: Warrior Fabrication - sign and decals

Issue Payment if approved: Applicant or Business (circle)

Approval of City Building Inspector: _____ (Inspector's initials)

Required attachments:

- | | |
|--|--|
| <input type="checkbox"/> Project plan(s) to 1/4" scale, if applicable | <input checked="" type="checkbox"/> Current photo(s) of property |
| <input checked="" type="checkbox"/> Release of Information Letter (attached) | <input type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input checked="" type="checkbox"/> 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: 9-1-22

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): Cassandra VerHage

Signature: 

Date: 9-1-22



QUOTE

Valid until Jun 5, 2022

\$1,060.00

Waupun Area School District

+1 920-324-5591
dmdisch@waupun.k12.wi.us

QUOTE NUMBER QT-CVERHAGE-DRAFT
ISSUE DATE
EXPIRATION DATE Jun 5, 2022

QUOTE FOR

C. VerHage Photography
cassandra@cverhage.photo.com

DESCRIPTION	QTY	UNIT PRICE	AMOUNT
Exterior Wall Large Format Digital Print Graphic output on Arlon DPF 6700, laminated and then heat applied to the wall in various locations.	1	\$600.00	\$600.00
Preliminary Graphic Design Work	4	\$20.00	\$80.00
Installation charges 2 person install	8	\$40.00	\$320.00
Front Door Design Graphic output on 3M Clear Controltac material	1	\$60.00	\$60.00
	Subtotal		\$1,060.00
	Tax is exempted		
	Total		\$1,060.00



AGENDA SUMMARY SHEET

MEETING DATE: 9/14/22

TITLE: UW Extension USDA Grant to Support Strategic Plan for Community Development

AGENDA SECTION: Discussion

PRESENTER: Administrator Schlieve

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

ISSUE SUMMARY:

Building on the Market Analysis completed in 2021, UW-Extension was awarded the USDA grant that we wrote letters of support for. This supports University outreach to work with the Town of Wabeno and the City of Waupun to develop a strategic plan for community economic development that is based on our unique situation.

To sustain this effort, we need to secure grass roots support with 6-8 community members who will work with Extension to:

- assist small rural communities to learn about local/regional economy, business and entrepreneurship, workforce needs and opportunities
- identify opportunities and develop strategies for community economic development
- support implementation of high priority and community specific objectives related to rural business development.

Project runs 10/1/22- 9/30/2023

STAFF RECOMMENDATION:

ATTACHMENTS:

<u>MOTIONS FOR CONSIDERATION:</u>
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