



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Tuesday, December 19, 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**

**CONSENT AGENDA**

- [1.](#) Approve Minutes from November 21, 2023 BID Meeting
- [2.](#) Approve November 2023 BID Financials

**ACTION ITEMS:**

- [3.](#) Review Outstanding Applications
- [4.](#) Approve 2024 Grant Program Guidelines and Application
- [5.](#) Approve 2024 Pop Up Grant Program Guidelines and Application

**DISCUSSION ITEMS:**

6. Waupun Business Alliance Update
7. 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, November 21, 2023 at 7:00 AM**

Meeting called to order by Board Chair Krista Bishop at 7:01 a.m.

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

Motion DeJager, second Schulz to approve the consent agenda, including October financials and minutes from October 17, 2023 BID meeting, as presented. 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 DeJager, second Greenfield to extend grant deadline through December 31, 2023. Carried unanimously.

General discussion was had regarding the rules for a 2024 Pop Up Program. Reviewed previous rules and determined that space with commercial kitchens/restaurants could be considered in this round. Time of year is also determined to be flexible – hence program will be offered on a first-come, first-served basis until funds are depleted. Staff will work with Ignite Network to strengthen business support offerings and Joe Venhuizen agreed that a year’s membership to the Waupun Business Alliance could be offered as part of the total package. No other changes are recommended. Group indicates that they would like to increase the amount allocated to this program for 2025.

Group discussed 2024 Façade Improvement Program guidelines, with the following changes suggest:

- Established or new businesses may apply but preference given to businesses in the first 3 years of operation.
- Grant awards no longer allowed annually to distributed funds to more businesses. Recommendation that grant awards be allowed on every other year basis.
- Preference to work with property owner and to allocate funds per parcel not per business address.
- Increase amount of grant award cap to \$2,100.
- Timeframe of the grant: work must commence within 90 days of award and be completed within 180 days of award. Limited consideration for extensions will be given due to demand for funds being requested.

Motion Schulz, second Much to provide \$500 of funds to market IceFest event in February of 2024. Mallas abstains. Carried unanimously.

Joe Venhuizen provides an update for the Waupun Business Alliance, highlighting a December 5 mentor breakfast for high school students, an AI workshop or small business on December 14, and preplans for the Annual Meeting/Banquet in Spring of 2024, which will mark the 50<sup>th</sup> anniversary of Tony’s Pizza, Homan Auto, and VerHage’s Furniture.

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 CDA is working to create a local revolving loan fund. We are 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 Schulz, second DeJager to adjourn the meeting at 7:40 am. Carried unanimously.

**CASH ON HAND**

Prior Month Ending Balance	\$ 18,931.47
Plus Current Month Deposits	\$ -
Less Current Month Expenses (including expenses in accounts payable)	\$ (5,858.89)
Total Cash on Hand	<u>\$ 13,072.58</u>
Less Outstanding Grants/Checks (not in accounts payable)	\$ (10,974.00)
<b>BID Funds Available</b>	<b><u>\$ 2,098.58</u></b>

**BUDGET**

2022 Budget Revenue Carryover	\$ 6,317.61
2023 Revenue	\$ 19,532.25
Less Approved Grants & Expenses	\$ (23,751.28)
<b>Remaining Budget Funds Available</b>	<b><u>\$ 2,098.58</u></b>

**2023 Grants Approved - Not Dispersed**

Broken Threads	\$ (2,000.00)
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)
	<u>\$ (10,974.00)</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)
11/7/2023	Inspire	\$ (840.00)
11/9/2023	K's Boutique	\$ (1,018.89)
11/22/2023	Gappa Properties	\$ (2,000.00)
11/23/2023	Karsten Real Estate	\$ (2,000.00)
		<u>\$ (12,777.28)</u>

**Total of Grants Approved Not Dispersed and Actual Expenses** **\$ (23,751.28)**

**2023 Upcoming Operating Expenses**

12/10/2023	Downtown Promotions/Marketing	\$ (1,500.00)
		<u>\$ (1,500.00)</u>

<b>Projected Unrestricted Funds</b>	<b><u>\$ 598.58</u></b>
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# AGENDA SUMMARY SHEET

**MEETING DATE:** December 19, 2023

**TITLE:** Review Outstanding Applications

**AGENDA SECTION:** Consideration/Action

**PRESENTER:** Kathy Schlieve, Administrator

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

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## 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 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 \$2,100.00 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 \$2,100.00. The BID reserves the right under this program to exceed the maximum grant amount of \$2,100.00 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 every two years**, unless otherwise approved by the BID Board.

## ELIGIBLE APPLICANTS

The Façade Improvement Program is available to any Waupun commercial property 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 third Tuesday 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 and pictures of the completed work, must be submitted to the City Economic Development Department for fund reimbursement upon completion of the project. All projects must commence within ninety (90) days of grant approval and reimbursable expenses must be submitted within one-hundred-eighty (180) days of grant approval.
- f. If the projects are not done in accordance with the requirements and time schedule identified, then the applicant MUST re-appear for re-approval. Limited consideration for grant extension will be given based on demand for program dollars.

## APPLICATIONS

- a. Completed Façade Improvement Program application form (attached) and supporting documentation
- 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: \_\_\_\_\_



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

Application submission deadline is January 31, 2024 and then ongoing until funds are depleted. The selected business will receive a heavily discounted or rent-free storefront in downtown Waupun to conduct business for a 4-month period in 2024.

- Businesses must be ready to open their business within 90 days of award and be open until for a subsequent 4-month period.
- Location will not be finalized until business is selected.
- 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.
- Selected retailer agrees 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:** [kathy@cityofwaupun.org](mailto:kathy@cityofwaupun.org)

***Hand-deliver to:***

Waupun City Hall  
Attn: Kathy Schlieve  
201 E. Main St.  
Waupun, WI 53963

***Mail to:***

Waupun City Hall  
Attn: Kathy Schlieve  
201 E. Main St.  
Waupun, WI 53963

For questions contact: 920-324-7912

Applicant Name:

Address:

Email:

Phone:

Describe your business concept (i.e., inventory, sales channels, target market, etc.):

Is the business currently operational? If yes, describe current location, length of time in business, how product is sold.

Explain how this business will be successful:

Outline the marketing strategies you will use to get the word out about your store:

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.