



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT (BID) MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Tuesday, February 20, 2024 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**

**CONSENT AGENDA**

- [1.](#) Approve Minutes from January 16, 2024 BID Meeting
- [2.](#) Approve January 2024 BID Financials
- [3.](#) Review and Approve 2023 BID Annual Report

**NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:**

- [4.](#) Consider Application for 20 S Madison Street (Charming Reads)
- [5.](#) Consider Application for 16 Fond du Lac Street (Waupun Gymnastics)

**DISCUSSION ITEMS:**

- [6.](#) Nominations for Waupun Business Alliance Awards
7. Identify Date for Kick Start Workshop for Design WI Implementation
8. Waupun Business Alliance Update
9. 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 BID COMMITTEE MEETING**  
**Waupun City Hall – 201 E. Main Street, Waupun WI**  
**Tuesday, January 16, 2024 at 7:00 AM**

Chairperson Krista Bishop called the meeting to order at 7:00 am.

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

Motion Greenfield, second Matravets to approve agenda as printed. Carried unanimously.

Motion Schulz, second Ruch to approve Minutes from December 19, 2023 BID meeting as presented. Carried unanimously.

Motion Schulz, second DeJager to approve the December 2023 financials as presented. Carried unanimously.

Schlieve reviews outstanding applications. Broken Threads application should complete by the end of the month. Gysber's Jewelry extended through March 2024. Schlieve notes that work is complete on Maedox Tax & Accounting and we are awaiting final invoice to make payment on the grant. Direction from the group was to provide notice to the business that the grant will expire on January 31, 2024 and that payment must be made prior to that date.

Madeline Gantner is presented online from Madeline Clothing Company, a business submitting an application for the new business attraction grant program. The business signed a year-long lease and will locate at 425 E Main St. Madeline is currently located in Brownsville and runs a high-end consignment shop. Administrator Schlieve notes that 425 E Main St needs considerable improvements. Both interior and exterior improvements are being presented today. Schlieve recommends awarding one of the two available grants to this business to support needed improvements with a target opening date on or before April 1, 2024. Motion DeJager, second Schulz to approve a business attraction grant for Madeline Clothing Company in the amount of \$2,100 for interior improvements to the space as outlined. Carried unanimously.

A grant application for exterior façade improvements is presented for 425 E Main St (Madeline Clothing Company). The project includes paint, façade brick work, lighting and signage. Motion Schultz, second Matravets to approve a façade improvement grant in the amount of \$1, 178.73 as presented. Carried unanimously.

Report from UW Extension is included in with packet and Schlieve provides a brief overview of next steps. Students from WASD will present on the project at the upcoming Business Alliance Annual dinner on March 28 and introduce a Kick-Start process to being implementation planning of the project. Schlieve notes that this is an important part of capital improvement planning for Tax Increment District 3 whose expenditure period ends in 2027.

Raina Lyman is present and provides a Waupun Business Alliance Update, highlight upcoming small business workshops and the annual meeting planned for March 28, 2024.

Administrator Schlieve provides an update on the following items:

- 514 E Main sale closed last Friday. Hoya Hope House Brewing – a brewpub is beginning renovations in the space. The city remains pending on a WEDC CDI grant. Anticipate opening late summer.
- Schlieve notes that there is a lot of activity supporting relocation of several small businesses to downtown and credits BID for their small business attraction program is helping with that work.

- The City is working on defining sale terms of current senior center. New facility on schedule with an anticipated opening of October 2024.
- INCubator.edu – grant submitted yesterday in partnership with WASD. Curriculum will be implemented in fall of 2024. Seeking business mentors to work with teams of students.
- Design of food truck alley underway. Schlieve notes that the design is being finalized to include a digital kiosk, art installation, and mural in the space.
- Other priorities being worked on by city staff include housing, childcare and industrial park expansion.

Motion Greenfield, second Schulz to adjourn meeting at 7:30 a.m. Carried unanimously.

**CASH ON HAND**

Prior Month Ending Balance	\$	10,572.58
Plus Current Month Deposits	\$	24,633.28
Less Current Month Expenses (including expenses in accounts payable)	\$	(4,600.00)
<b>Total Cash on Hand</b>	<b>\$</b>	<b>30,605.86</b>
Less Outstanding Grants/Checks (not in accounts payable)	\$	(2,974.00)
<b>BID Funds Available</b>	<b>\$</b>	<b>27,631.86</b>

**BUDGET**

2023 Budget Revenue Carryover	\$	6,572.58
2024 Revenue	\$	24,633.28
Less Approved Grants & Expenses	\$	(7,574.00)
<b>Remaining Budget Funds Available</b>	<b>\$</b>	<b>23,631.86</b>

**2024 Grants Approved - Not Dispersed**

Gysber's Jewelry	(2023)	\$	(2,000.00)
Maedox Tax & Accounting	(2023)	\$	(974.00)
		\$	(2,974.00)

**2024 Actual Operating Expenses**

1/9/2024	Downtown Planters	\$	(500.00)
1/24/2024	Broken Threads	\$	(2,000.00)
1/29/2024	Madeline Clothing Co.	\$	(2,100.00)
		\$	(4,600.00)

**Total of Grants Approved Not Dispersed and Actual Expenses**      **\$**      **(7,574.00)**

**2024 Upcoming Operating Expenses**

\$ -

**Projected Unrestricted Funds**      **\$**      **23,631.86**



# Business Improvement District

## 2023 ANNUAL REPORT

### 2023 GOALS:

- Be a voice for the downtown business community
- Promote the downtown as a destination
- Beautification of downtown
- Attract, retain and expand business mix consistent with market analysis

### Grant Awards:

- 15 business
- > \$26,000 awards
- >\$575,000 private investment

#### RENOVATION OF 312 E. MAIN ST



BEFORE



AFTER

### Beautification:

- Summer Planters
- Winter/Holiday Planters



### Promotion:

- Inspire Magazine (Waupun editorial feature)
- Marketing First Annual Ice Fest (2024 event)



### Placemaking:

- Support Vibrant Spaces Grant (Food Truck Alley)
- Design WI Visioning / Planning





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

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

Date: 1/31/2024  
Applicant Name: Meaghan DeJager  
Applicant Address: N3655 County Rd EE Waupun, WI 53963  
Phone: 920-296-9965 Fax: \_\_\_\_\_ Email: meaghankemmenes@gmail.com  
Name of Business/Property: Charming Reads  
Property Address: 20 S Madison St Waupun, WI 53963  
Property Use: Commercial, retail  
Property owner, if different than applicant: Giappa Properties  
Owner address: 1203 Storbeck Dr Owner Phone: 920-345-7251  
Waupun, WI 53963

**Project Summary:**

Brief Project Summary: I am looking to put an exterior sign above the store. It would be a sign protruding from the building over the sidewalk and a window decal on the door to enter the store.

Total Estimated Cost: \$ 775 Total Grant Request: \$ 387.50

Projected Start Date: 2-26-2024 Projected Completion Date: 3-9-2024

Name of Contractor: Warrior Innovation Center Issue Payment if approved:  Applicant or  Business (circle)

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

*\* CONDITIONAL USE PERMIT REQUIRED FOR PROJECTING SIGN.*

**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: 1/31/2024

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): Meaghan DeJager

Signature: Meaghan DeJager

Date: 1/31/2024

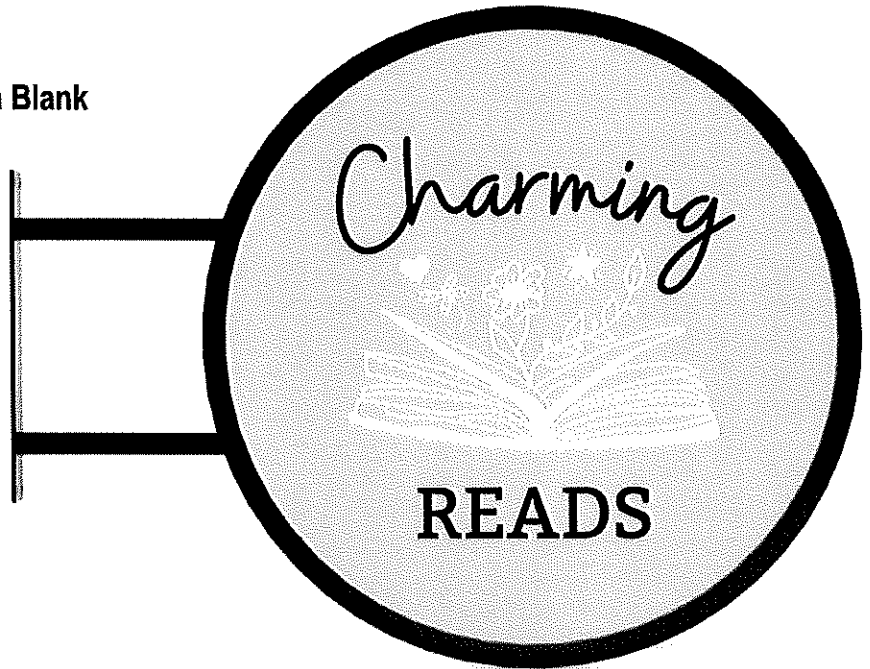
\* **36" D Fixed Mount Sign Bracket with Sign Blank**

Constructed out of 1" square steel tubing, this unique bracket is powder coated and finished in black in order to counter rust, giving your sign the ever-popular aesthetic of modern-minimalist design, without sacrificing strength or durability.

Double-sided sign  
Installation done by customer

Cost: \$750.00

*Sign I'm getting*



**24" D Wall Mounted Sign**

Substrate: 3mm ACM

Laminated graphic print

Single-sided sign

Installation done by customer

Cost: \$65.00

**36" D Wall Mounted Sign**

Cost: \$90.00



\* **24" D Door decal**

Laminated graphic print applied to door or window

Single-sided - applied to exterior of door or window

Installation can be done by Dawn

Cost: \$25.00

*Door Sign I'm getting*





Building photo. The yellow dots are proposed locations for the exterior sign.



My unit photo. The window decal will be on the door.

# 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: 2/7/24  
Applicant Name: Emily Engelhardt  
Applicant Address: W11415 Hawthorn Dr. Waupun  
Phone: 791-0009 Fax: — Email: Waupungymnastics@gmail.com  
Name of Business/Property: Waupun Gymnastics Club, Inc  
Property Address: 116 Fond du Lac St. Waupun  
Property Use: Youth gymnastics facility  
Property owner, if different than applicant: none - Board run non-profit  
Owner address: — Owner Phone: (Bus.) 920-260-8267

**Project Summary:**

Brief Project Summary: WGC is looking to improve curb appeal as well as efficiency with new front doors and a new awning.

Total Estimated Cost: \$ 10,730-

Total Grant Request: \$ 2,000

Projected Start Date: March 2024

Projected Completion Date: April 2024

Name of Contractor: Hometown Glass & Andy Tesch

Issue Payment if approved: Applicant or Business (circle)

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

**Required attachments:**

- |  |   |
|--|---|
| <input checked="" 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 checked="" type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input checked="" type="checkbox"/> Quotes/Estimates                             |   |

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201 E. Main Street, Waupun WI 53963  
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**To be completed by City staff only:**

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Application reviewed for completeness by \_\_\_\_\_ (initials). Date: \_\_\_\_\_  
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**Waupun Business Improvement District (BID)**  
**~ Façade Improvement Program - Release of Information Letter ~**

Date: 2/7/24

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Signed,

Name (print): Emily Engelhardt

Signature: emily engelhardt

Date: 2/7/24





1/4/24

Waupun Gymnastics  
Emily Engelhardt  
16 Fond du Lac St  
Waupun, WI 53963

Quote: 1/4/24 -1

**Emily,**

**Please consider the following quotation for an Awning at 16 Fond du Lac St:**

- Build a 15' long x 4' wide all Steel Awning
  - 1 1/4" steel angle iron frame work (painted black) and will be anchored to cement block
  - Black 28g pole barn steel for roof
  - Black corner/eve trim
  - Black roof to wall flashing cut into brick and seal
  - Sealed 2x4 wood purlins painted black
- All materials will be purchased by Andy Tesch
- All building permits will be provided by **Waupun Gymnastics**
- If plans or build change along the way, price subject to change

**Price: \$2,750.00**

**Tentative Completion: April 30th**

**Terms: Due Upon Completion**

**Quote valid for 10 Days**

**Andy Tesch – W11279 Olden Rd – Ripon, WI 54971  
Cell: 920-229-7800 Email: teschconstruct@gmail.com**

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**Emily Engelhardt**

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**Andrew Tesch**



N7171 Raceway Road  
 Beaver Dam, WI 53916  
 Phone: (920)887-3757  
 Fax: (920)887-3338

Like us on Facebook!   
[www.facebook.com/hometownglass](http://www.facebook.com/hometownglass)  
[www.HometownGlass.com](http://www.HometownGlass.com)  
 Federal Tax ID: 39-1612115

P/O#: \_\_\_\_\_  
 Taken By: Jeff  
 Installer:  
 SalesRep: Jeff  
 Cust State Tax ID:  
 Cust Fed Tax ID:  
 Ship Via:  
 Adv. Code:PC

**Quote: Q004561**  
**Date: 2/9/2024**

**Bill To: EMIENG**

**Sold To: EMIENG**

EMILY ENGELHARDT  
 W11415 HAWTHORNE DRIVE  
 WAUPUN, WI 53963

BUILDING  
 16 FOND DU LAC ST.  
 WAUPUN, W 53963

(920) 791-0009

Qty	Part Number	Description	Sell	Total
1	MISC	Furnish & install a commercial aluminum front entrance & 6 aluminum non-operable windows.	\$0.00	\$0.00
1	MISC	Front entrance doors.	\$7,980.00	\$7,980.00
1	MISC	6 commercial fixed windows.	<del>\$4,255.00</del>	<del>\$4,255.00</del>

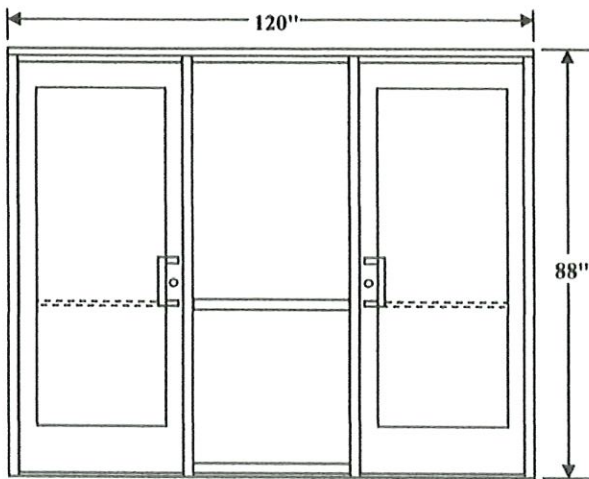
Please see attached for details.

NET 30

Sub Total: \$12,235.00

Total: \$12,235.00

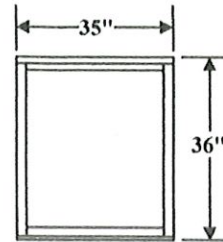
**CONTRACT WITH HOMETOWN GLASS & IMPROVEMENT, INC.**



( 1 of )

Exterior

- 2" x 4 1/2" Aluminum Frame
- Top Receptor, Subsill w/End Dams
- 3-0 x 7-0 Medium Stile Aluminum Doors
- 10" Bottom Rail
- Clear Anodized Finish
- Tubular Push - 10" Offset Pulls
- 1/2" ADA Threshold
- LCN 4040XP Heavy Duty Closers
- ABH Heavy Duty Continuous Hinges
- Maximum Security Locks w/Thumb-Turn
- 1" Clear Tempered Insulated Glass w/Low-e
- Full Weather-Stripping w/Sweep
- Perimeter Caulk



( 6 of )

Exterior

- 2" x 4 1/2" Thermally Broken Aluminum Frames
- Top Receptor, Subsill w/End Dams & Insulated Jamb
- Clear Anodized Finish
- 1" Clear Tempered Insulated Glass w/Low-e
- Perimeter Caulk





# AGENDA SUMMARY SHEET

**MEETING DATE:** 2/20/24  
**AGENDA SECTION:** DISCUSSION/ACTION  
**PRESENTER:** Schlieve

**TITLE:** Nominations for Waupun Business Alliance Awards

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

**ISSUE SUMMARY:**

The Waupun Business Alliance is asking the BID to recognize the best economic development projects of 2023. Following are categories that I am looking for nominations for:

- Best BID Redevelopment
- Best Façade Improvement
- Best Community Development

Following is a synopsis of projects the BID supported for your consideration.

Business Served - Façade Improvements	Grant Amount	Private Investment	Project Description
Walking on Water Investments	\$ 6,000	\$ 44,000	Renovation of former Goose Shot building
Wind & Unwined	\$ 2,000	\$ 16,000	Coffee Shop lounge expansion project
K's Boutique	\$ 1,102	\$ 2,205	Exterior lighting
Broken Threads	\$ 2,000	\$ 34,192	Reside building
Chic Tique Girls	\$ 608	\$ 1,215	Signage
Judson's	\$ 2,000	\$ 11,286	Exterior paint and signage
Gysber's Jewelry	\$ 2,000	\$ 393,300	Expansion projects (still in process)
B&B Plumbing	\$ 2,000	\$ 19,732	Awning and signage
Edward Jones	\$ 2,000	\$ 6,720	Awning and signage
State Farm / Grey Insurance & Financial Svcs	\$ 2,000	\$ 22,652	Awning and signage
Maedox Tax & Accounting	\$ 487	\$ 974	Signage
Karsten Real Estate	\$ 2,000	\$ 9,600	Back façade repair
Gappa Properties	\$ 2,000	\$ 13,338	Tuckpointing

Please come prepared to discuss. The awards dinner will be held on March 28 and I would appreciate if all BID Board members would plan to attend.

To register <https://web.envisiongreaterfdl.com/events/WaupunBusiness%20Alliance%20Annual%20Banquet-9919638/details>

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

**RECOMMENDED MOTION:**