



**A G E N D A**  
**CITY OF WAUPUN AMENDED - BUSINESS**  
**IMPROVEMENT DISTRICT MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Wednesday, January 08, 2020 at 7:00 AM

**AMENDED AGENDA**

Call to order

Roll Call of Board Members

Public Comment – *State name, address, and subject of comments (2 minutes).*

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

1. Approval of Agenda/Motion to Deviate
- [2.](#) Approval of October 9, 2019 Minutes
- [3.](#) Approval of December 2019 Financial Statement
- [4.](#) Accept BID Board Resignation - John Theune

**NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:**

- [5.](#) Rohn Bishop, Bishops Detailing - 307 E. Main St.

**DISCUSSION ITEMS:**

6. Pop-Up Program Update
- [7.](#) WEDC Main Street & Connect Communities Award Program
8. Waupun Area Chamber of Commerce Update
9. Administrator Update

**ADVANCED PLANNING:**

10. Possible Future Agenda Items
11. Date of Next Scheduled Meeting (February 12, 2020)

**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, October 9, 2019 at 7:00 AM**

Committee Members Present:

Krista Bishop  
Gary DeJager  
Jan Harmsen  
Rich Matravers  
Teresa Ruch  
Tyler Schulz

Committee Members Absent:

Jack Dunham  
John Karsten  
JohnTheune  
Al Verhage

Waupun Chamber of Commerce:

Casey Despres..... Executive Director

Staff Present:

Kathy Schlieve..... Administrator  
Sarah Van Buren.....Community & Economic Development Coordinator

**Call to Order**

Chair Bishop called the meeting to order at 7:01 a.m.

**Roll Call of Board Members**

Roll call and quorum determined.

**Public Comment**

None.

**Consider Approval of the Following Agenda Items**

1. Approval of Agenda/Motion to Deviate
  - a. A motion to approve the agenda of the October 9, 2019 Business Improvement District meeting was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.
2. Approval of September 11, 2019 Minutes
  - a. A motion to approve the September 11, 2019 minutes was made by Mr. Schulz and seconded by Mr. DeJager, passing unanimously.
3. September Financial Statement
  - a. A motion to approve the September financial statement was made by Mr. Schulz and seconded by Ms. Harmsen, passing unanimously.
4. 2020 BID Operational Plan
  - a. Ms. Van Buren stated the BID Operating Plan working group met on September 18<sup>th</sup> to develop a proposed budget to go along with the previously identified objectives and strategies for 2020. Ms. Van Buren went through the budget and

the rationale behind the numbers. The BID assessment for 2020 will be \$17,287.50, which is a \$72 increase from 2019. It is also projected that over \$9,500 will be carried over from 2019 into 2020. This leaves the total proposed revenues for 2020 to be \$26,847.19. The working group felt that all carryover funds from 2019 be placed in the proposed market analysis (under strategy 3).

- b. Mr. Matravers asked if more Façade Improvement Grant requests came in what would happen with the proposed budget. Ms. Van Buren stated the amount in the market analysis line item would be reduced. Ms. Harmsen asked what would happen if more than \$8,000 in Façade Improvement Grants requests came in during 2020. Mr. DeJager said the small working group felt that the amount was capped and if any request came in after the amount has been expended it would be considered in the following year or the business owner could go the CDA with their request. Mr. DeJager, Ms. Despres, and Ms. Ruch all express their support for the proposed activities and expenditures citing the work is important and will help expand the reach of all entities (BID, CDA, and Chamber) working to make downtown better.
- c. A motion to approve the 2020 BID Operational Plan was made by Mr. DeJager and seconded by Ms. Harmsen, passing unanimously.

## 5. Discussion Items

- a. Chamber of Commerce Update
  - i. Important dates and events were discussed:
    - Halloween on Main is October 26, 2019 from 2-4pm. 44 business have signed up to take part in the event. This is an increase from 32 in 2018.
    - Scarecrow Contest will be hosted by the Downtown Promotions Committee in conjunction with Halloween on Main. Registration forms must be submitted by 12pm on October 25<sup>th</sup> to Teresa at Rock River Eyewear or Sue VandeBerg at I2i Coordinators.
    - Chamber Feud is November 7, 2019 at the Rock from 5:30-8pm
    - The second drawing for Brave the Barrels will occur on November 25, 2019.
    - Small Business Saturday will be November 30, 2019 from 10-4pm
    - Ho Ho Holiday hours for downtown businesses will be December 5, 12, and 19. It is the hope that with expanded evening hours on Thursdays during the holiday season it will promote more foot traffic into the business.
    - Avenue of Angels will be December 3-6, 2019
  - ii. Ms. Despres continues to meet with the Waupun area businesses. During the month of September. Two new members (Moraine Credit Union and Glamor II) to the Chamber occurred because of her visits.
  - iii. Chamber Cheers:
    - Tom Dooley had a 25<sup>th</sup> Anniversary Chamber Cheers with good turnout. This was the first time a Chamber Cheers was for an anniversary of a business. The Daily Citizen will also be doing an article about their anniversary.
    - Horicon Bank will have their Chamber Cheers on October 22, 2019
- b. Administrator Report
  - i. The 2020 budget process for the City has begun and the first draft was presented at the October 8, 2019 meeting.
  - ii. TID budgets are being developed and this guide the work/budget of the CDA for 2020.

- iii. November 5, 2019 will be the next Mastermind course and it is proposed that the topic will be on cooperative marketing.
- iv. The decision by the National Park Service regarding the national designation of the Historic Commercial District is expected in mid-October.
- v. Work on Madison Street continues and the project is estimated to be completed in December, weather dependent. The remainder of the southern portion will be done in 2021.

**6. Advanced Planning**

- a. Possible future agenda items
- b. Date of next schedule meeting
  - i. The next meeting is scheduled for November 13, 2019

**7. Adjourn**

The motion to adjourn was made by Mr. Schulz and seconded by Mr. Matravers, passing unanimously. The meeting adjourned at 7:29.a.m.

DRAFT

**CASH ON HAND**

Prior Month Ending Balance	\$ 9,559.69
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ -
<b>Total Cash on Hand</b>	<b>\$ 9,559.69</b>

**BUILDING IMPROVEMENT GRANT EXPENSES**

2019 Budget	\$ 12,912.35
Plus Carryover of Prior Year Funds	\$ 3,106.82
Less Approved Grants	\$ (6,968.00)
<b>Grant Funds Available for Distribution</b>	<b>\$ 9,051.17</b>

Approved Grants:

<u>Date Approved</u>	<u>Expiration Date</u>	<u>Applicant Name</u>	<u>Grant Amount</u>	<u>Date Paid</u>	<u>Check #</u>
11/14/2018	2/14/2019	Liebenow Construction LLC	\$ 2,000.00	02/07/19	496
1/9/2019	4/15/2019	Fox Computer & Networking	\$ 1,665.25	03/18/19	497
4/10/2019	7/10/2019	Mateo's Café and Restaurant	\$ 1,250.00	6/4/2019	498
6/12/2019	9/15/2019	Q-Tronics	\$ 445.00	8/16/2019	502
7/15/2019	N/A	VanBuren, Sarah-reimbursement	\$ 15.16	7/15/2019	501
7/10/2019	10/10/2019	Weaving It Up To You	\$ 287.50	8/26/2019	503
8/14/2019	11/14/2019	Our Bar	\$ 1,305.09	9/4/2019	504
			\$ -		
		<b>Total Approved Grants</b>	<b>\$ 6,968.00</b>		

**BEAUTIFICATION EXPENSES**

2019 Budget	\$ 1,500.00
Less Year-to-Date Expense	\$ (991.48)
<b>Beautification Funds Available for Distribution</b>	<b>\$ 508.52</b>

Beautification Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
6/11/2019	Farm & Home	Flowers	\$ 361.48	499
7/8/2019	City of Waupun	Waupun Florist-Planters	\$ 630.00	500
			\$ -	
		<b>Total Beautification Expense</b>	<b>\$ 991.48</b>	

**MARKETING & PROMOTION EXPENSES**

2019 Budget	\$ 2,500.00
Less Year-to-Date Expense	\$ (2,500.00)
<b>Marketing &amp; Promotion Funds Available for Distribution</b>	<b>\$ -</b>

Marketing & Promotion Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
1/31/2019	Waupun Econ Dev	Connect Communities/Ignite	\$ 2,000.00	495
1/31/2019	Waupun Chamber	Advertisement	\$ 500.00	494
		<b>Total Marketing &amp; Promo Expense</b>	<b>\$ 2,500.00</b>	



John Theune  
SIA Insurance Services  
999 W. Main St.  
Waupun, WI 53963  
January 2, 2020

Mayor Nickel  
City of Waupun  
201 E. Main St.  
Waupun, WI 53963

Dear Mayor Nickel:

It is with regret that I tender my resignation from the Business Improvement District board, effective immediately.

I am grateful for having the opportunity to serve on the board and I offer my best wishes for its continued success.

Sincerely,

John Theune  
BID Board Member

A handwritten signature in black ink, appearing to read "John Theune". The signature is fluid and cursive, with a large loop at the end.

cc. Krista Bishop, Business Improvement District Chair

REVISED

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

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

Date: 12-10-19  
Applicant Name: ROMN BISHOP  
Applicant Address: 307 E. MAIN WAUPUN  
Phone: 324-2611 Fax: \_\_\_\_\_ Email: ROMNB@MSW.CO.RI  
Name of Business/Property: BISHOPS DETAILING  
Property Address: 307 E. MAIN  
Property Use: ~~DETAIL OFFICE~~ / RESIDENTS 2ND FLOOR  
Property owner, if different than applicant: \_\_\_\_\_  
Owner address: \_\_\_\_\_ Owner Phone: \_\_\_\_\_

**Project Summary:**

Brief Project Summary: REPLACE DECK WINDOWS

Total Estimated Cost: \$ 2,250.00 Total Grant Request: \$ 1,225.00  
Projected Start Date: 2-1-20 Projected Completion Date: 4-1-20 <sup>WEATHER PERMITS</sup>  
Name of Contractor: HOME COMBINATIONS Issue Payment if approved: Applicant or Business (circle)

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

**Required attachments:**

- Project plan(s) to 1/4" scale, if applicable
- Release of Information Letter (attached)
- Quotes/Estimates
- Current photo(s) of property
- Paint color(s) or material sample(s), if applicable

**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: 12/10/19  
Application reviewed for completeness by SV (initials). Date: 12/12/19  
Applicant notified of scheduled BID meeting by SV (initials). Date: 12/13/19

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

Date: 12-10-19

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): ROMW BISHOP

Signature: *Romw Bishop*

Date: 12-10-19







**HOME CONTRACTORS & SUPPLY, INC.**  
P.O. Box 268, W7185 Hwy 49 - Waupun, WI 53963-0268  
Phone: 920-324-3525 or 324-3212 Fax: 920-324-3526  
www.homecontractorsupply.com

**ESTIMATE**

December 4, 2019

Rohn Bishop  
307 E. Main Street  
Waupun, WI 53963

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We hereby submit an estimate for the following specifications:

Labor and material to replace 5 windows with Alliance Belmont double-hung replacement windows in white vinyl with half screens. \$2250.00

\*Price does not include tax.

Terms: 50% Down, Balance due on delivery/installation.

Note: This estimate may be withdrawn if not accepted within 30 Days.

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

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ACCEPTANCE OF PROPOSAL – the above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above. No allowance included for building permits.

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Dwelling Contractor Certification #3540 - Dwelling Contractor Qualifier Certification #1074597



# MEMO

**To:** Wisconsin Connect Communities Representatives

**Date:** November 4, 2019

**Re:** Main Street Awards Program

We are pleased to announce the 29th Wisconsin Main Street Awards program. The event is scheduled for Friday, April 24, 2019 in Fond du Lac, Wisconsin, and is one of the highlights of the year for the Wisconsin Downtown Development network. This awards program will honor projects that occurred over the 2019 calendar year from January 1 to December 31.

Participation in the annual awards program is not mandatory but is highly recommended. Statewide recognition of local success is a great way to generate press coverage, motivate volunteers, and celebrate progress with your peers. It is also a great way to reward local individuals, businesses, or organizations that have greatly contributed to the success of your program and community.

All award nominations must be submitted electronically (instructions to follow in the coming weeks), and can be submitted anytime between mid-December, 2019 and January 31, 2020. We encourage you to not wait until the deadline to begin consulting with your board and committees, compiling information and photos, and writing the nominations. Quality submittals take time. Feel free to call or e-mail if you need any assistance.

## NOMINATING PROCEDURES

A Connect Communities representative in each community is responsible for submitting nominations electronically to the WEDC. It will be the representative's job to communicate and solicit nominees from within the community. **Nominations must be received by 11:59 p.m. on January 31, 2020 to be considered.**

### ALL NOMINATIONS SHALL MEET THE FOLLOWING CRITERIA:

I. The awards are intended to recognize individuals and organizations actively involved in the Connect Communities Program. Only worthy projects should be nominated to win awards. The awards judges reserve the right to eliminate award categories if the panel determines that worthy nominations have not been submitted in a given category.

II. **No more than one nomination may be submitted in any one category.**

III. All entries must involve a project, program or effort which has been successfully completed between January 1 and December 31, 2019.

IV. Projects that were winners in one of the previous Main Street Award ceremonies (this includes Honorable Mention winners) can only be nominated again after 5 years have elapsed. For example, an annual event or ongoing project that won in 2016 cannot be nominated again until 2021. If you need help identifying previous awards in your community, please let us know.

V. Please only make nominations if you intend to have representatives from your community in attendance at the awards ceremony.

VI. Wisconsin Main Street reserves the right to reproduce all photos submitted by applicants and use them in future training and/or promotional efforts.

## SUBMISSION REQUIREMENTS:

I. Please use the enclosed nomination form and limit yourself to the space on the form. (1 page)

II. Each entry should include supporting documentation. All documents other than photos should be in Word, Excel or PDF format. Photos may be submitted as PDF or Word documents if needed, however **any photos submitted must ALSO be submitted in individual JPG or JPEG format**, Photos and documents must be well labeled.

Examples of relevant supporting documents include:

- Newspaper clippings or press coverage
- Sample brochures or marketing materials
- Website screen shots
- Project budget or timeline
- Project work plan

The following requirements for digital photos must be met:

- 1200 x 1800 pixels minimum
- Ideally, 6 x 4 or 6 x 4.5 inches
- 300 pixels/inch minimum
- JPG or JPEG format
- Name files in a logical manner so it is clear which nomination they belong to, for instance – Beloit – Adaptive reuse – 001, 002, etc.
- If you submit PDF or Word files of individual photos or groups of photos, you must also submit each photo as an individual JPG or JPEG file.

III. All entries must be received by **January 31, 2020**.

## TIPS:

I. **Don't wait until the last minute.** Quality applications will require some time.

II. **More is not necessarily better.** Try to limit your copy, articles, etc. The judges appreciate concise descriptions. However, for visual projects, good photos are very important.

III. **Proof read your submission.** Spelling of names and businesses provided in the application will be used on the screen and for printed awards. Make sure they are accurate.

IV. **Be specific.** Provide measurable results and illustrate relevance to your community. How many new jobs or residents were gained? How many individuals were reached through the marketing effort? By what percent did your volunteer hours/budget/attendance increase as a result of the project? How long was a property empty/underutilized prior to renovation, how much of an increase in property value is being generated?

# AWARD CATEGORIES

## 1. Best Revitalization Initiative – Communities Under 5,000

### Recipient: Individual, Committee or Organization

This award will be granted to the Connect Community (under 5,000 population) that has demonstrated a proactive approach to historic and commercial district revitalization. Eligible projects include public private partnerships, business recruitment and retention, public infrastructure development or comprehensive district marketing and branding initiatives.

- Description of partnership/project and role of key participants
- Impact of project/partnership on the district (investment, jobs, volunteers, reach)
- Budget and timeline for project
- Relevant supporting materials

## 2. Best Revitalization Initiative – Communities Over 5,000

### Recipient: Individual, Committee or Organization

This award will be granted to the Connect Community (over 5,000 population) that has demonstrated a proactive approach to historic and commercial district revitalization. Eligible projects include public private partnerships, business recruitment and retention, public infrastructure development or comprehensive district marketing and branding initiatives.

- Description of partnership/project and role of key participants
- Impact of project/partnership on the district (investment, jobs, volunteers, reach)
- Budget and timeline for project
- Relevant supporting materials