



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Zoom
Wednesday, January 13, 2021 at 7:00 AM

VIRTUAL & TELECONFERENCE MEETING

Join Zoom Meeting

<https://us02web.zoom.us/j/84937905633?pwd=THJEQW9neThtOFpMSGRnME5WdlFBZz09>

Meeting ID: 849 3790 5633

Passcode: 892679

-or-

Dial by your location

(312) 626-6799 US (Chicago)

Meeting ID: 849 3790 5633

Passcode: 892679

<https://us02web.zoom.us/j/84937905633?pwd=THJEQW9neThtOFpMSGRnME5WdlFBZz09>

CALL TO ORDER

ROLL CALL

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 December 9, 2020 Business Improvement District Minutes
3. Approval of December 2020 Financial Statement

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

4. 305 E. Main Street - Gysbers Jewelry

DISCUSSION ITEMS:

5. Main Street Update
6. Administrator Update

ADVANCED PLANNING:

7. Potential Agenda Items
8. Next Meeting - February 10, 2021

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 AMENDED – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Zoom
Wednesday, December 9, 2020 at 7:00 AM

Committee Members Present:

- Krista Bishop (left at 7:51 a.m.)
- Kate Bresser
- Gary DeJager
- Jan Harmsen
- Jonathan Leonard
- Rich Matravers (left at 7:24 a.m.)
- Teresa Ruch (arrived at 7:04 a.m.)

Committee Members Absent:

- Austin Armga
- Jodi Mallas
- Tyler Schulz

Staff Present:

- Kathy Schlieve Administrator
- Sarah Van BurenCommunity & Economic Development Coordinator

Waupun Area Chamber of Commerce:

- Casey Koehler (arrived at 7:08 am) Executive Director

Guest:

- B.J. DeMaa Fire Chief, Waupun Fire Department
- Errin WeltyWisconsin Main Street Program

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 motion to approve the agenda was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.
- 2. Approval of November 11, 2020 Minutes**
A motion to approve the November 11, 2020 minutes was made by Mr. DeJager and seconded by Mr. Leonard, passing unanimously.
- 3. Approval of November 2020 Financial Statement**
A motion to approve the November 2020 financial statement was made by Mr. Matravers and seconded by Ms. Bresser, passing unanimously.

PRIOR OUTSTANDING APPLICATIONS:

- 4. Kate Bresser – Gysbers Jewelry (305 E. Main St.)**
Ms. Bresser provided an updated on her building expansion project and a couple of small items need to be completed before the project is done. Though Ms. Bresser is confident the project will be done by the December 23rd deadline, Ms. Van Buren recommended the group consider another extension since the board

will not meet again prior to the deadline to be on the safe side.

A motion to extend the project to January 13, 2021 to allow for completion was made by Mr. DeJager and seconded by Ms. Harmsen, passing unanimously.

DISCUSSION ITEMS:

5. Wisconsin Main Street Program Informational Session

Ms. Schlieve provided background on Waupun's Connect Community status and the work that is being done to bring more awareness as to why can Waupun do to get to a Main Street status. Errin Welty, from the Wisconsin Main Street program was introduced to provide an overview of the program.

Discussion among the Board members was positive regarding the merits of belonging to the program and expressed their desire to apply. Administrator Schlieve recommended a small group be formed to assist with this effort. Mr. DeJager, Mr. Leonard, and Ms. Ruch volunteered to be a part of that group with Ms. Koehler and Ms. Van Buren.

A motion to have staff proceed with gathering information and applying to become a Main Street community was made by Ms. Harmsen and seconded by Mr. DeJager, passing unanimously.

ADVANCED PLANNING:

6. Potential Agenda Items

- Grant Requests, if any
- Main Street Update

7. Date of Next Scheduled Meeting

The next meeting is scheduled for January 13, 2021 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Mr. DeJager and seconded by Ms. Bresser passing unanimously. The meeting adjourned at 8:01 a.m.

CASH ON HAND

Prior Month Ending Balance	\$	16,897.81
Plus Current Month Deposits	\$	-
Less Current Month Expenses	\$	(2,064.99)
Total Cash on Hand	\$	<u>14,832.82</u>

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$	8,000.00
Less Approved Grants	\$	(7,726.68)
Funds Available for Distribution	\$	<u>273.32</u>

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>
1/8/2020	4/8/2020	Rohn Bishop	\$ 1,125.00	02/25/20	505
6/10/2020	9/10/2020	House to Home Properties	\$ 1,519.44	09/11/20	512
7/21/2020	10/21/2020	V. Tripp / House of Handcrafters	\$ 712.05	09/03/20	511
8/12/2020	11/12/2020	Finishing Touches by Rich	\$ 1,490.19	11/25/20	518
8/12/2020	11/12/2020	K's Boutique	\$ 880.00	11/7/2020	515
8/12/2020	12/23/2020	Kate Bresser/Gysbers Jewelry	\$ 2,000.00		
		Total Approved Grants	\$ 7,726.68		

BEAUTIFICATION EXPENSES

2020 Budget	\$	3,500.00
Less Year-to-Date Expense	\$	(3,201.89)
Funds Available for Distribution	\$	<u>298.11</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
6/15/2020	Waupun Florist	Side Street Flower Planters	\$ 690.00	507
6/26/2020	Farm and Home	Flowers	\$ 74.95	506
7/21/2020	Martin's Ace Hardwar	Flowers & Fertilizer	\$ 436.94	508
8/21/2020	City of Waupun	Contribution to Banner Brackets	\$ 2,000.00	510
		Total Beautification Expense	\$ 3,201.89	

MARKETING & PROMOTION EXPENSES

2020 Budget	\$	500.00
Less Year-to-Date Expense	\$	(500.00)
Funds Available for Distribution	\$	<u>-</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
11/2/2020	Waupun Chamber	Holiday Advertising costs	\$ 500.00	514
		Total Marketing & Promo Expense	\$ 500.00	

OTHER EXPENSES (Seminars, Market Analysis, Ignite!, Pop-Up Grant Program)

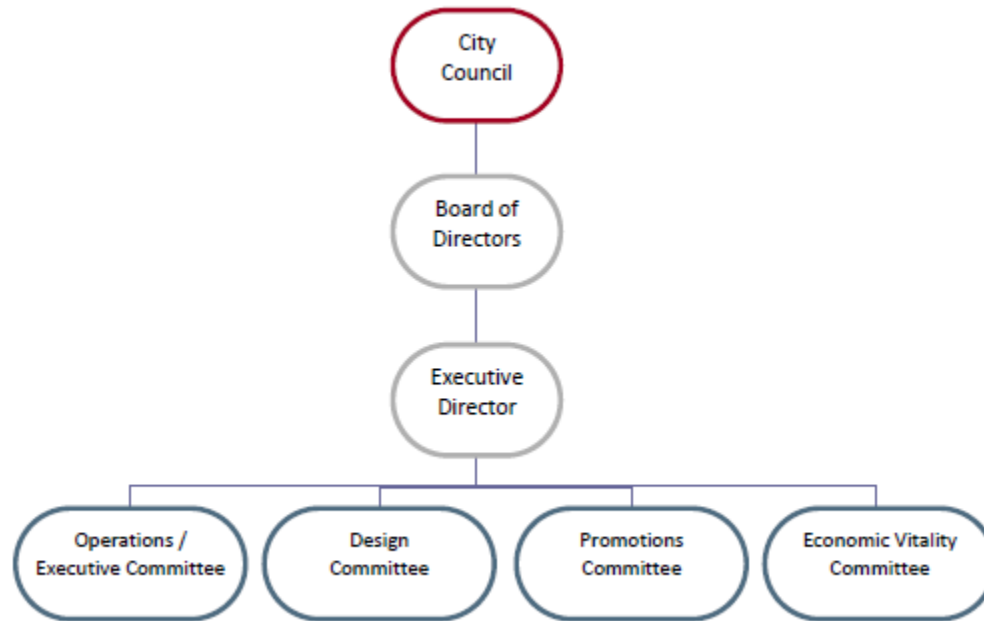
2020 Budget	\$	14,847.19
Less Year-to-Date Expense & Budgeted Rent Expense for 2020	\$	(2,585.80)
Funds Available for Distribution (not including utility expense)	\$	<u>12,261.39</u>

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
8/18/2020	Fox Vall. Tech. Colleg.	3 virtual websit seminars	\$ 1,485.00	509
10/29/2020	Dustin Bruntjen	November - Rent Pop-up Shop	\$ 400.00	513
11/18/2020	Warrior Fabrication	Sign for Pop-up Shop	\$ 126.00	516
11/25/2020	Dustin Bruntjen	December - Rent Pop-up Shop	\$ 400.00	517
12/2/2020	Alliant Energies	November - Utilities Pop-up Shop	\$ 52.55	519
12/10/2020	Waupun Utilities	November - Utilities Pop-up Shop	\$ 122.25	520
		Total Other Expense	\$ 2,585.80	

Note: Pop-up rent & utility expense is noted through 2020; expense is committed through February 2021

Proposed Structure of City-Led Main Street Program



Board of Directors:

The Waupun Main Street program will maintain a Board of Directors in conformance with the Wisconsin Act 184. This board will be responsible for the management of the BID. Responsibilities of the board include implementing the operating plan and preparing annual reports on the district. The board will also annually consider and make changes to the operating plan and submit the operating plan to the City Council for approval.

Executive Director:

The Executive Director innovates and coordinates activities within the Business Improvement District (BID) designed to invigorate, revitalize and in general strengthen the economic viability of the downtown area. The Director is responsible for the development, conduct, execution, and documentation of the Waupun Main Street program. The Director is the principal on-site staff person responsible for coordinating all project activities locally as well as for representing the community regionally and nationally as appropriate. In addition, the Director should help guide the organization as it grows and as its objectives evolve.

Committees:

Organization/Executive Committee (BID Board Chair + Chair of Each Committee)

GOAL: Market Downtown Waupun as a place to live, work, and play.

- OBJECTIVE: Strengthen Main Street Organization
- OBJECTIVE: Diversify future funding
- OBJECTIVE: Continue to refine parking policies
- OBJECTIVE: Publish newsletter and/or broadcast communications to district
- OBJECTIVE: Recognize projects and people who build and support Downtown Waupun
- OBJECTIVE: Insure compliance with all federal, state, and local regulations

Promotions Committee (Waupun Downtown Promotions)

GOAL: Partner, communicate, and represent District members to advance the District.

- OBJECTIVE: Plan, promote, and implement Easter Egg Hunt in Downtown businesses.
- OBJECTIVE: Plan, promote, and implement Spring Wine Walk
- OBJECTIVE: Plan, promote, and implement Find the Superhero in Downtown Businesses/Scavenger Hunt
- OBJECTIVE: Plan, promote, and implement Share Your Receipts Event
- OBJECTIVE: Plan, promote, and implement Small Business Saturday Passport Event
- OBJECTIVE: Plan, promote, and implement Downtown Christmas Caroling Walking Event
- OBJECTIVE: Plan, promote, and implement Farmers' Market

Design Committee (BID & CDA Representatives)

GOAL: Continuously improve and preserve the appearance and character of the Downtown.

- OBJECTIVE: Provide design assistance
- OBJECTIVE: Develop programs that will improve the appearance of privately owned property
- OBJECTIVE: Manage Façade Improvement program
- OBJECTIVE: Manage Adopt-A-Planter program
- OBJECTIVE: Manage Main Street Planter program

Economic Vitality

GOAL: Strengthen and grown the District's economic base.

- OBJECTIVE: Continue business recruitment and retention programs
- OBJECTIVE: Implement marketing and business development projects
- OBJECTIVE: Publish online business directory
- OBJECTIVE: Develop Downtown marketing program

