



A G E N D A
CITY OF WAUPUN SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, July 21, 2020 at 7:00 AM

Video & Teleconference Meeting

Join Zoom Meeting:

<https://us02web.zoom.us/j/88278189156?pwd=b1B2Q2VFaXVQVE5YNE5aSWJ6TGRVdz09>

Meeting ID: 882 7818 9156

Password: 763390

Or

Phone: 312-626-6799 US (Chicago)

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.](#) Minutes from June 10, 2020 Business Improvement District Meeting
- [2.](#) June 2020 Financial Statement

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

- [3.](#) House of Handcrafters (11 N. Madison St.)

DISCUSSION ITEMS:

- [4.](#) Chamber of Commerce Update
5. Administrator Report

ADVANCED PLANNING:

6. Potential Agenda Items
7. Next Meeting - August 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 AMENDED - BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, June 10, 2020 at 7:00 AM

Committee Members Present:

- Krista Bishop
- Gary DeJager
- Jan Harmsen
- Jonathan Leonard (arrived 7:20am)
- Jodi Mallas
- Teresa Ruch
- Tyler Schulz

Committee Members Absent:

- Austin Armga
- Kate Bresser
- Rich Matravers

Waupun Chamber of Commerce:

Casey Despres Executive Director

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Other:

Scott Aylesworth House to Home Properties

Call to order

Chair Bishop called the meeting to order at 7:14 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. DeJager, passing unanimously.

2. Approval of May 13, 2020 Minutes

A motion to approve the May 13, 2020 minutes was made by Mr. DeJager and seconded by Ms. Ruch, passing unanimously.

3. Approval of May 2020 Financial Statement

A motion to approve the May 2020 financial statement was made by Ms. Harmsen and seconded by Mr. Schulz, passing unanimously.

NEW APPLICATIONS:

4. House to Home Properties, LLC (314 E. Main St.)

Scott Aylesworth, House to Home Properties, submitted a Façade Improvement Program application for the property located at 314 E. Main St. for the replacement of signage and repainting of the building façade. The

total project cost is \$3,038.87. Staff recommends approval. Motion made by Mr. DeJager and seconded by Mr. Schulz to approve 50% of the total project cost, not to exceed \$1,519.44, passing unanimously.

DISCUSSION ITEMS:

5. We're All In Funding Opportunity from WEDC

The Wisconsin Economic Development Corporation (WEDC) has created a new grant opportunity designed to help these small businesses get back on their feet while also encouraging adoption of best practices to keep employees, customers and communities safe. WEDC will open the \$2,500 We're All In (WAI) grant on June 15th at 8 AM and the application will be open until June 21st 11:59 PM. Staff will be reaching out to business to discuss the grant, write any requested letters of acknowledgement, and assist in the application submittal process.

6. Status of Training Opportunities

The Common Council approved the BID recommendation to enter into a contract with the Venture Center at Fox Valley Technical College. Ms. Van Buren request feedback on preferred dates and cost structure. The Board recommended the classes be held June 23, June 30, and July 7th and to make them free to all Waupun business and charge a fee (\$69/call or \$150 for all three) to businesses located outside Waupun.

7. Implementation of Streetscaping Plan

City staff have been working with Warrior Fabrication on the design of new banners for the Downtown. Ms. Van Buren presented two options for feedback. The group decided option #2 was the best with modifications to the shopping and historic district banners. Ms. Van Buren will work with Warrior Fabrication staff to make the appropriate changes.

8. Waupun Area Chamber of Commerce Update

Ms. Despres provided the following updates:

- a. The Chamber Board has decided to cancel Volksfest.
- b. The Chamber has engaged with Warrior Fabrication to design shirts.
- c. The annual golf outing has been rescheduled to July 28th.
- d. An information group will be meeting the evening of June 10th to talk about ways to keep positive energy within the community and support businesses.

9. Administrator Update

Administrator Schlieve provided the following updates:

- a. The City continues to develop plans to allow for the safe reopening of facilities.
- b. An updated on a variety of funding opportunities was given:
 - Federal – forgiveness rules have been relaxed for the PPP funding opportunity.
 - City of Waupun Downtown Business Relief Program –To date 26 businesses have been awarded funds for \$60,000. If there is no further interest in the funds, the CDA may consider reinstating the Revitalization Grants.
- c. Site developers are expressing interest in the industrial park and staff is exploring various options to make the site shovel ready to help in the promotional efforts.
- d. TID 6 is undergoing a boundary amendment that would add three (3) parcels, including 520 McKinley.
- e. Room tax dollars are essential gone due to the lack of tourism. However, Destination Lake Winnebago Region staff is reaching out due to increased interested in travel.

ADVANCED PLANNING:

10. Possible Future Agenda Items

- a. New grant requests (if any are received).

11. Date of Next Scheduled Meeting

The next meeting is scheduled for July 8, 2020.

ADJOURNMENT

The motion to adjourn was made by Ms. Mallas and seconded by Ms. Harmsen passing unanimously. The meeting adjourned at 8:02.a.m.

CASH ON HAND

Prior Month Ending Balance	\$ 25,722.19
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (764.95)
Total Cash on Hand	\$ 24,957.24

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$ 8,000.00
Less Approved Grants	\$ (2,644.44)
Funds Available for Distribution	\$ 5,355.56

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		
		Total Approved Grants	\$ 2,644.44		

BEAUTIFICATION EXPENSES

2020 Budget	\$ 3,500.00
Less Year-to-Date Expense	\$ (764.95)
Funds Available for Distribution	\$ 2,735.05

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
		Total Beautification Expense	\$ 764.95	

MARKETING & PROMOTION EXPENSES

2020 Budget	\$ 500.00
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	\$ 500.00

Expense Details:

<u>Date Issued</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount Paid</u>	<u>Check #</u>
		Total Marketing & Promo Expense	\$ -	

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

2020 Budget	\$ 14,847.19
Less Year-to-Date Expense	\$ -
Funds Available for Distribution	\$ 14,847.19

Expense Details:

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

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

Applications missing any materials will be returned for completion.

Date: 6-19-2020
Applicant Name: Victoria Tripp
Applicant Address: 650 S Bridge St Marleson WI
Phone: 920-344-6503 Fax: _____ Email: victoriatripp@outlook.com
Name of Business/Property: House of Handcrafters LLC
Property Address: 11 N Madison St Waupun WI 53963
Property Use: Retail - store 1st floor Rental 2nd floor
Property owner, if different than applicant: Benjamin Harper
Owner address: 1211391 Hwy Awd Randolph WI 53966 Owner Phone: 920-326-0204

Project Summary:

Brief Project Summary: Power wash, paint, caulk, and repair sign damage
finish paint & trim.

Total Estimated Cost: \$ 1,424.09 Total Grant Request: \$ 712.05
Projected Start Date: July or Aug 2020 Projected Completion Date: Aug 2020
Name of Contractor: Harris Painting LLC 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: 7/8/20
Application reviewed for completeness by KS (initials). Date: 7/10/20
Applicant notified of scheduled BID meeting by KS (initials). Date: 7/21/20

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

Date: 6/22/2020


To: Waupun Business Improvement District – Clerk’s Office, Waupun City Hall
201 E. Main Street, Waupun WI 53963

To Whom It May Concern:

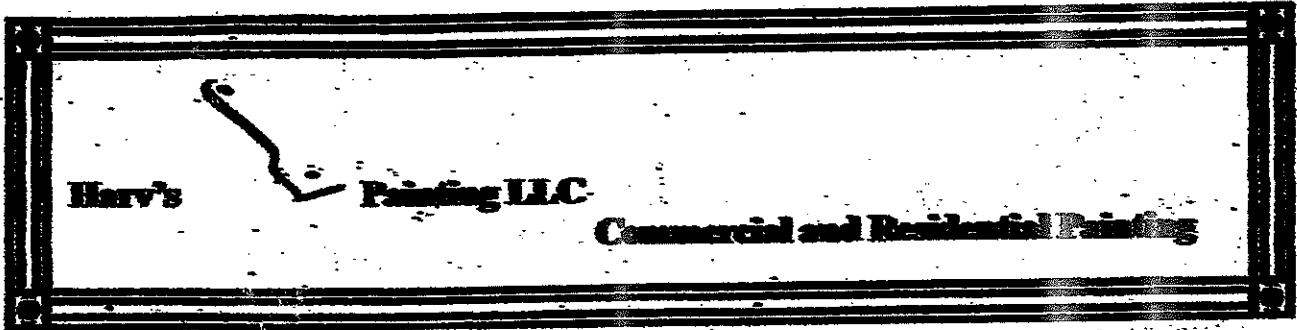
I hereby authorize the Waupun Business Improvement District (BID) permission to share all application materials with BID board members who will be reviewing my application. I acknowledge that information provided to the BID may be released upon request in compliance with the open record requirements 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): Benjamin Harper

Signature:  _____

Date: 6/22/2020



Harvey K. Schaub
NE387 Loui Lane
Waupun, WI 53983

Federal Identification Number: 27-000280
WI Identification Number: 636102702126702

Cell: 920.948.3818
Fax: 920.324.2596

Wisconsin Business Certificate ID: 1118750
Office phone: 920.324.5718

H + H House of Handcrafters 4/24-2020
11 North Main

Power Wash Front & South Side

Caulk, Scrape Prime Spots Finish
Include's shutters cont

Owner Provides Paint

\$875.⁰⁰/₁₀₀

Danny K Schaub member

PROJECT ESTIMATE

PAINT FOR H.R BUSINESS

CONTACT: TRIPP, VICTORIA
CUST #: 232397549

SALESPERSON: CUMMINGS, JERRY
SALES #: 2228435

PROJECT NUMBER: 636290018

DATE ESTIMATED: 07/09/10

QTY	ITEM #	ITEM DESCRIPTION	VEND PART #	PRICE
3	833030	126-FL OZ EVERLAST SATIN UW-BS	EV0014001-16	122.94
0	833030	126-FL OZ EVERLAST SATIN UW-BS	EV0014001-16	0.00
2	833039	580-FL OZ EVERLAST SATIN BS 4	EV0014004-20	400.00
TOTAL FOR ITEMS				122.94
FREIGHT CHARGES				0.00
DELIVERY CHARGES				0.00
TAX AMOUNT				26.15
TOTAL ESTIMATE				449.09

This Quote is valid until 08/08/20.

MANAGER SIGNATURE

DATE

THIS ESTIMATE IS NOT VALID WITHOUT MANAGER'S SIGNATURE.
THIS IS AN ESTIMATE ONLY. DELIVERY OF ALL MATERIALS CONTAINED IN THIS
ESTIMATE ARE SUBJECT TO AVAILABILITY FROM THE MANUFACTURER OR SUPPLIER.
QUANTITY, EXTENSION, OR ADDITION ERRORS SUBJECT TO CORRECTION. CREDIT
TERMS SUBJECT TO APPROVAL BY LOWES CREDIT DEPARTMENT.

LOWES IS A SUPPLIER OF MATERIALS ONLY. LOWES DOES NOT ENGAGE IN THE PRACTICE
OF ENGINEERING, ARCHITECTURE, OR GENERAL CONTRACTING. LOWES DOES NOT ASSUME
ANY RESPONSIBILITY FOR DESIGN, ENGINEERING, OR CONSTRUCTION; FOR THE
SELECTION OR CHOICE OF MATERIALS FOR A GENERAL OR SPECIFIC USE; FOR
QUANTITIES OR SIZING OF MATERIALS; FOR THE USE OR INSTALLATION OF MATERIALS;
OR FOR COMPLIANCE WITH ANY BUILDING CODE OR STANDARD OF WORKMANSHIP.

House of Handcrafters Exterior Building as of July 10, 2020

- Current – Front of Building
- Proposed project would spray wash, scrape and paint front of building and south wall to match back paint colors



- Current – Back of Building – Recently painted
- Proposed project; front and south side of building would be painted to match this color



June 2020 ED Report

Events:

- Farmers/Winter Market
 - Changed the Farmers Market Sign
 - Set up alarms, key, and bathroom set up for market days
 - Hung up banner and talked with Dawn about creating the signs for the outside
 - Was at the 1st market – lots of foot traffic and lots of people who came and enjoyed the market. 17 vendors. Girl Scouts was the non-profit
 - 2nd Market was steady, good amount of food traffic and people still enjoyed the market. 19 vendors! No non-profit.
 - 3rd Market was great! Only 15 vendors because of the chance of rain, but steady. Ice Skating club was the non-profit.
 - 4th Market – 19 vendors. FARMERS Market BINGO. 13 turned in – lots of kiddos. Roadside Relics was going on. Seemed slower, but still had a great crowd. Trap Team was the non-profit with pulled Pork.
- Volksfest
 - Canceled Volksfest
 - Called all bands and moved them to 2021
 - Emailed Eden Meat to cancel them
 - Emailed Dawn Disch to let her know to stop working on advertising material
 - Emailed Erin (Destination Lake Winnebago) to let her know that it is canceled
 - Called Karla Ceman (Pella) to let them know it was cancelled
 - Called Bob Patrolli (Legion) to let them know it was cancelled
 - Called Kiwanis to let them know it was cancelled
 - Called sponsors to let them know it was cancelled.
 - Press release was written and distributed to ALL news stations
 - Facebook event was updated and shared about
- Board Meetings
 - Created Agenda
 - Got Minutes from Kathy for June's meeting
- Chip-in for the Chamber
 - Updated all sponsorship forms and created new date registrations
 - Send invoice and collect post information and logos
 - Created spreadsheet of all sponsorships
 - Updated all information coming in for registrations and sponsorships.
- We're All In Loans
 - Made and created Certificate of Origins for
 - Gentlemen's Grooming Co.
 - Sublime Saddlebreds
 - Nails Envy
- Celebrate Waupun
 - Created T-shirt contest

- BINGO for the Farmers Market

MEET Businesses:

- Meet at least one chamber member a week
- MSTR LLC- took pictures and talked about AFLAC benefits
- Stick and Stones – gave benefits and applications
- True cleaners – gave benefits and application

NEW MEMBERS

- PICKLED PATCH
- BLY STREET LLC – Apartments on Bly Street
- CRITTERS INC. - Oakfield

Chamber Cheers:

-

Email Blasts:

- 06/02/2020 –NEW Golf Outing Date & “All-in” Business Information
- 06/12/2020 – New Chamber Members & Weekend Updates
- 06/24/2020 – Training opportunity and member updates

Other / Behind the Scenes progress:

- Dozens of phone calls answers, chamber gift certificates made out and collected
- Zoom meeting with Festivals
- Zoom meeting with BID board
- \$1040 worth of Gift Certificates written out
- Positivity Pow Wow
- Connect Community Report – list ALL events that the Chamber hosted and the # of volunteers that were involved (CITY)
- Met with FDL, Ripon, And Campbellsport chambers

WEBSITE

- Add BINGO on the Farmers Market page.
- Made Updates to the shopping page

HOURS:

JUNE 1ST: 6 HOURS

JUNE 2ND: 6 HOURS

JUNE 3RD: 6HOURS

JUNE 4TH: 6 HOURS

JUNE 5TH: 6 HOURS

JUNE 6TH: 6 HOURS - MARKET

TOTAL: 36 HOURS

JUNE 8TH: 5 HOURS

JUNE 9TH: 7 HOURS

JUNE 10TH: 8 HOURS

JUNE 11TH: 5 HOURS

JUNE 12TH: 4 HOURS

JUNE 13TH: 6 HOURS - MARKET
TOTAL: 35 HOURS

JUNE 15th: 4 HOURS
JUNE 16th: 8 HOURS
JUNE 18th: 8 HOURS – Positivity Pow Wow
JUNE 19TH: 4 HOURS
JUNE 20TH: 4HOURS
JUNE 21ST: 6 HOURS - MARKET
TOTAL: 34 HOURS

JUNE 23RD: 6 HOURS
JUNE 24th: 8 HOURS
JUNE 25th: 4 HOURS
JUNE 26TH: HOURS
JUNE 27TH: HOURS
JUNE 28TH: 6 HOURS - MARKET
TOTAL: HOURS

New Member UPDATE: Year to Date-

16 New Members-

\$1675

4- Association Memberships

1- 7-10 employees

10- 1-2 employees

1- 3-6 employees