



A G E N D A
CITY OF WAUPUN ECONOMIC DEVELOPMENT
COMMITTEE
Zoom
Tuesday, March 30, 2021 at 4:30 PM

VIDEO CONFERENCE & TELECONFERENCE

Join Zoom Meeting

<https://us02web.zoom.us/j/83777102990?pwd=TmM1MVQ5dkFzRUlRZHZ6VVZFUIldWZz09>

Meeting ID: 837 7710 2990

Passcode: 305967

-or-

(312)626-6799

Meeting ID: 837 7710 2990

Passcode: 305967

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT--*State name, address, and subject of comments. (2 Minutes)*

CONSIDERATION - ACTION

1. Approval of Agenda/Motion to Deviate
- [2.](#) Approval of February 23, 2021 Economic Development Committee Minutes
3. Approval of February 23, 2021 Economic Development Committee Closed Session Minutes

DISCUSSION

- [4.](#) Downtown Market Analysis

ADJOURN TO CLOSED SESSION

The Economic Development Committee will adjourn in closed session under Section 19.85 (1) of the WI Statutes for:

(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

5. Land Negotiations of City-Owned Land in TID 7
6. Redevelopment of 21 E Jefferson Street Negotiation in TID 3
7. Negotiations on Industrial Land owned by City of Waupun

RECONVENE TO OPEN SESSION

The Economic Development Committee will reconvene in open session under Section 19.85(2) of the WI Statutes.

ACTION FROM CLOSED SESSION

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 ECONOMIC DEVELOPMENT
COMMITTEE MEETING
 Zoom
 Tuesday, February 23, 2021 at 4:30 p.m.

Committee Members Present:

Steve Brooks Waupun Utilities
 Pete Kaczmariski..... City Council
 Ryan Mielke City Council
 Julie Nickel Mayor
 Jason Westphal City Council

Committee Members Absent:

Jim Cleveland Envision Greater Fond du Lac

Staff Present:

Jeff Daane Director of Public Works
 Michelle Kast City of Waupun
 Kathy Schlieve Administrator
 Jeff Stanek Waupun Utilities
 Sarah Van Buren Community & Economic Development Coordinator
 Dan VandeZande City Attorney

Guests:

Joe DeYoung MSA Professional Services
 Jason Laue MSA Professional Services

CALL TO ORDER:

Mr. Kaczmariski called the virtual meeting of the Economic Development Committee meeting to order at 4:31 p.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 Mayor Nickel and seconded by Mr. Westphal, passing unanimously.

2. Approval of January 26 2021 Economic Development Committee Meeting Minutes

A motion to approve the January 26, 2021 minutes was made by Mayor Nickel and seconded by Mr. Westphal, passing unanimously.

3. Approval of January 26, 2021 Economic Development Closed Session Minutes

A motion to approve the January 26, 2021 closed session minutes was made by Mayor Nickel and seconded by Mr. Westphal, passing unanimously.

DISCUSSION

4. Use of CDBG Funding Utilization

Mr. DeYoung and Mr. Laue, from MSA Professional Services, were invited to the meeting to answer questions Committee members had regarding the CDBG-CLOSE funding that Beaver Dam, Horicon, and Juneau received and what can be done in the future that would allow Waupun to be considered in the future.

MSA pitched ideas to Dodge County about potential projects within the county that could be eligible for the available funding. However, the City of Waupun does not meet the low-moderate income (LMI) threshold, therefore disqualifying it for funding considerations.

Though the community does not meet the LMI threshold, there would be ways to have specific projects qualify by conducting a survey. An example would be a road project that goes past senior/low income apartments. Gathering the data for these types of survey efforts does take time. Once collected, the survey data would be good for 5 years. New survey data will come out in April for submittal in 2022 with construction starting in 2023. If awarded, recipients have to wait two years before applying again. Of note, that 90 points are available in the application process that are based on need/debt.

Mr. Kaczmariski asked if the prison population affected our LMI level. MSA staff has asked that question of DOA and is still waiting for a response. Mr. Kaczmariski also asked if being split between two counties also affects any potential project. MSA stated the county line does not make a difference since the funding is a statewide competitive program.

With the change in administration, MSA does not feel there will be any changes to rules and regulations regarding CDBG opportunities but will continue to monitor the situation and provide updates as needed.

5. Discuss Plan to Redevelop 520 McKinley Street in TID 6

Since previous opportunities fell through, Administrator Schlieve stated it is important for this group to consider the future of this property, considering the City continues to incur costs. Staff will be developing a Request for Proposals (RFP) to help market the site to developers.

Committee members raised questions about if the building would be torn down or if the gym could stay and be used by members of the community. According to the Administrator Schlieve, due to the size of the gym and its lack of restrooms, make the needed improvements would substantially add to the cost of the project. As for the building being able to remain, that will depend on the proposed development.

ADJOURN TO CLOSED SESSION:

A motion was made by Mayor Nickel and seconded by Mr. Westphal to adjourn into closed session under Section 19.85 (1) of the WI Statutes for:

(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Motion was unanimously approved.

6. Negotiations on Industrial Land owned by City of Waupun

7. Redevelopment of 21 E. Jefferson Street Negotiation in TID 3

RECONVENE TO OPEN SESSION

A motion was made by Mayor Nickel and seconded by Mr. Westphal to reconvene in open session under Section 19.85(2) of the WI Statutes. Motion unanimously approved.

ACTION FROM CLOSED SESSION

None

ADVANCED PLANNING:

8. Potential Agenda Items

- Will be determined, as needed.

9. Date of Next Scheduled Meeting

The next meeting will be March 23, 2021 at 4:30 p.m. Due to the pace of opportunities presented, the members are willing to be flexible with future meeting dates and times.

ADJOURNMENT

The motion to adjourn was made by Mr. Westphal and seconded by Mr. Brooks, passing unanimously. The meeting adjourned at 5:31 p.m.

AGENDA SUMMARY SHEET

MEETING DATE: 3/30/2021**TITLE:** Downtown Market Analysis**AGENDA SECTION:**

DISCUSSION

PRESENTER:

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

ISSUE SUMMARY:

Staff have been working with the BID and CDA to complete a downtown market analysis. We will provide a brief overview of the purpose of this work, which includes:

- Downtown retail market study
- Define trade area and target demographic profile
- Business mix analysis and retail leakage
- Real estate analysis for available redevelopment
- Creation of a downtown action strategy

ATTACHMENTS:**RECOMENDED MOTION:**

N/A, discussion only