



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, August 14, 2019 at 7:00 AM

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 July 10, 2019 Minutes
- [2.](#) July Financial Statement Review

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

- [3.](#) Our Bar - 433 E. Main St.

DISCUSSION ITEMS:

- [4.](#) Visioning Session Debrief
5. 2020 BID Operating Plan Update
6. Waupun Chamber Update
7. Administrator Update

ADVANCED PLANNING:

8. Possible Future Agenda Items
9. Date of Next Scheduled Meeting (September 11, 2019)

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, July 10, 2019 at 7:00 AM

Committee Members Present:

Krista Bishop
Gary DeJager
John Karsten
Rich Matravers
Teresa Ruch
John Theune
Tyler Schulz
Al Verhage

Committee Members Absent:

Jack Dunham
Jan Harmsen

Staff Present:

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

Waupun Chamber of Commerce Present:

Casey Despres... Interim Executive Director

Audience Present:

Rohn Bishlop Weaving It Up To You
Jill Vanderkin CDA
Cassandra Verhage..... CDA
Errin Welty WEDC

Call to Order

Chair Bishop called the meeting to order at 7:02 a.m.

Roll Call of Board Members

Roll call and quorum determined.

Public Comment

1. Approval of Consent Agenda

A motion to approve the consent agenda was made by Mr. DeJager and seconded by Ms. Matravers, passing unanimously.

Mr. Schultz arrives at 7:05 a.m.

2. New applications for Review and Consideration

- A. Rohn Bishop, Weaving It Up To You, submitted a Façade Improvement Program application for the property located at 307 E. Main St. for the installation of uplighting under the storefront signage to promote better visibility. The total project cost is \$575. Staff recommends approval. Motion made by Mr. Karsten and

seconded by Ms. Ruch to approve 50% of the total project cost, not to exceed \$287.50, passing unanimously.

3. Discussion Items

A. Visioning Session

- I. Ms. Welty, Downtown Development Program Manager at WEDC, led the BID and CDA members through a visioning exercise to assist both groups in setting priorities for the upcoming year. A summary will be included in the agenda packet for next month's meeting.

Mr. Thune and Mr. Karsten left at 7:30 a.m.

Mr. Schulz left at 7:45 a.m.

Mr. Matravers left at 8:00 a.m.

- II. Ms. Van Buren stated the discussion today would provide the framework for the development of the 2020 Operating Plan and budget.

- III. Ms. Ruch, Ms. Despres, Mr. DeJager volunteered to assist with the development of the 2020 Operating Plan and budget. Ms. Bishop stated Rohn Bishop would like to continue being involved from the property owner perspective.

4. Advanced Planning

A. Possible future agenda items

- I. New application(s)

B. Date of next schedule meeting

- I. The next meeting is scheduled for August 14, 2019

5. Adjourn

The motion to adjourn was made and the meeting adjourned at 8:30 a.m.

CASH ON HAND

Prior Month Ending Balance	\$ 12,603.92
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (1,006.64)
Total Cash on Hand	<u>\$ 11,597.28</u>

BUILDING IMPROVEMENT GRANT EXPENSES

2019 Budget	\$ 12,912.35
Plus Carryover of Prior Year Funds	\$ 3,106.82
Less Approved Grants	\$ (5,375.41)
Grant Funds Available for Distribution	<u>\$ 10,643.76</u>

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		
7/15/2019	N/A	VanBuren, Sarah-reimbursement	\$ 15.16	7/15/2019	501
			\$ -		
			\$ -		
		Total Approved Grants	\$ 5,375.41		

BEAUTIFICATION EXPENSES

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

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
			\$ -	
		Total Beautification Expense	\$ 991.48	

MARKETING & PROMOTION EXPENSES

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

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
		Total Marketing & Promo Expense	\$ 2,500.00	

Name of Business/Property: OUR BAR

Property Address: 433 E. Main St

Property Use: Tavern

Property owner, if different than applicant: Theresa Holding LLC

Owner address: N10137 Hwy V Owner Phone: 920-602-0234
Mayville, WI 53050

Project Summary:

Brief Project Summary: Replace "skin" on existing
sign in front of building

Total Estimated Cost: \$ 3308.25

Total Grant Request: \$ 1655⁰⁰

Projected Start Date: TBD

Projected Completion Date: TBD

Name of Contractor: Signorama

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

Required attachments:

Project plan(s) to 1/4" scale, if applicable ✓ W

Current photo(s) of property ✓ TV

I am applying for:	
<u>X</u>	BID ONLY
<u>SW</u>	CDA ONLY
<u>SW</u>	BOTH

on Letter (attached) ✓ TV

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: 7/29/19

Application reviewed for completeness by SW (initials). Date: 7/31/19

Applicant notified of scheduled BID meeting by SW (initials). Date: 8/16/19

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

Date: _____

To: Waupun Business Improvement District – Clerk's Office, Waupun City Hall

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): Tana Sloan Barsch

Signature: Tana Sloan Barsch

Date: 7/24/19

Revised 04.10.13

The way to grow your business.
 www.signarama.com

Payment Terms: Cash Customer

Created Date: 6/28/2019

DESCRIPTION: New Signage - Our Bar

Bill To: Our Bar
 433 E Main St
 Waupun, WI 53963
 US

Installed: Our Bar
 433 E Main St
 Waupun, WI 53963
 US

Ordered By: Bob Barsch
 Email: tsloanbarsch@gmail.com
 Work Phone: (608) 438-4954

Salesperson: Lauren Herlache
 Email: lauren@signarama-fdl.com
 Cell Phone: 9209330591

NO.	Product Summary	QTY	UNIT PRICE	TAXABLE	AMOUNT
1	Replacing Exterior Sign Faces	1	\$1,780.00	\$1,780.00	\$1,780.00
1.1	Custom Item Taxed - Replacing Exterior Sign Faces Part Qty: 1 Text: 1 set of 2 Custom Pan Faces Size: 3' x 3' Installation Included. INSTALLATION: This estimate assumes that installation will involve normal access, soil and wall conditions. In the event of sub-surface obstacles or obstructions in or behind walls, the parties agree to adjust the extra installation costs based on Signarama's additional costs. Relocation of underground utilities if encountered or restoration of surrounding landscaped area if disturbed by trucks is not included in this quote. Buyer shall bring feed wires of suitable capacity and approved type to the location of sign prior to installation. Buyer shall provide all necessary reinforcements to the building on which sign is installed.				
2	Sign Permit	1	\$0.00	\$0.00	\$0.00
2.1	Permit Acquisitions - Sign Permit				

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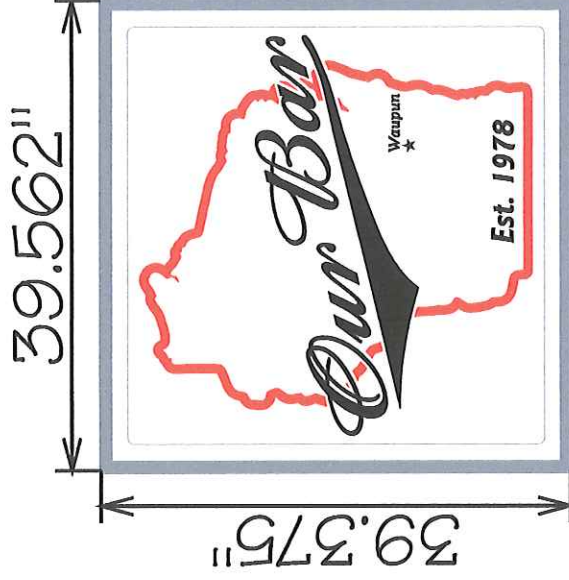
2.2	Custom Item Taxed - Permit Notes Part Qty: 1 Text: Sign Permit - To be invoiced at actual cost Signarama shall assist Buyer in obtaining all original permits and licenses from public authorities for the installation of the sign. Buyer shall obtain the necessary permits from the owner of the premise and others, exclusive of public authorities, whose permission is requested for installation of the sign and shall be responsible that such permission shall not be revoked. Revocation of any permit required for Installation and maintenance of sign shall not relieve buyer from the payment of all sums due in accordance with the terms of the agreement. Buyer agrees to obtain all necessary permission for the use of all registered trademarks or copyrights used on the sign, and agrees to indemnify Signarama against any claims in connection therewith.				
3	Site Survey	1	\$0.00	\$0.00	\$0.00
3.1	Site Survey - Site Survey				
3.2	Custom Item Taxed - Site survey Notes Part Qty: 1 Text: Single Sided: Includes but is not limited to: - Complete site survey to determine proper signage needs				
4	LED Retrofit	1	\$589.30	\$589.30	\$589.30
4.1	Custom Item Taxed - Part Qty: 1 Text: LED Retrofit 36" x 36" double-sided sign				

We appreciate the opportunity to serve you. Please find the invoice attached here for your completed order.

Subtotal:	\$2,369.30
Taxable Amount:	\$2,369.30
Taxes:	\$130.32
Grand Total:	\$2,499.62
Amount Paid:	\$938.95
DEPOSIT REQUIRED:	\$310.86



*Existing Signage



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 N5528 Miranda Way • Fond du Lac, WI 54937
www.Signarama-FDL.com

FLYWAY
SIGNS
 & Lighting Service

Client _____
Our Bar
 Project _____
30151 Exterior Sign Faces

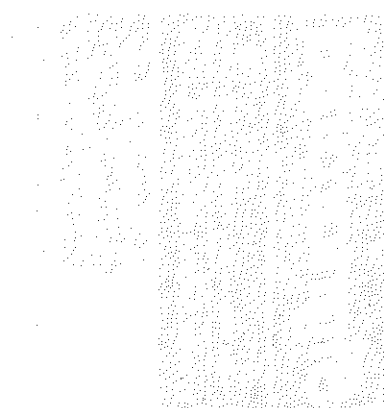
Date: 07/12/2019
 File Name: 30151 Exterior Sign Faces
 Version: 3
 File Drawn By: Becca

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FLYWAY SIGNS & LIGHTING
 A DIVISION OF FLYWAY INC.

Specifications

- Qty: 1 Set of 2 Faces
- 39.375" x 39.562"
- Pan Faces with Vinyl Graphics
- Single Sided Faces on a Double Sided Sign



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Property Use: Tavern

Property owner, if different than applicant: Theresa Holding LLC

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Required attachments:

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Current photo(s) of property ☒ SV

I am applying for:	
<input checked="" type="checkbox"/>	BID ONLY
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<input checked="" type="checkbox"/>	BOTH

Open Letter (attached) ☒ SV

Paint color(s) or material sample(s), if applicable

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Signed,

Name (print): Tana Sloan Barsch

Signature: 

Date: 7/24/19

Revised 04.10.13



N5528 Miranda Way
Fond du Lac, WI 54937
(920) 921-7181

INVOICE

IN-F-30151

The way to grow your business.
www.signarama.com

Payment Terms: Cash Customer

Created Date: 6/28/2019

DESCRIPTION: New Signage - Our Bar

Bill To: Our Bar
433 E Main St
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Installed: Our Bar
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Ordered By: Bob Barsch
Email: tsloanbarsch@gmail.com
Work Phone: (608) 438-4954

Salesperson: Lauren Herlache
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Cell Phone: 9209330591

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2	Sign Permit	1	\$110.56	\$0.00	\$110.56
2.1	Permit Acquisitions - Sign Permit				

2.2	Custom Item Taxed - Permit Notes Text: Sign Permit - To be invoiced at actual cost Signarama shall assist Buyer in obtaining all original permits and licenses from public authorities for the installation of the sign. Buyer shall obtain the necessary permits from the owner of the premise and others, exclusive of public authorities, whose permission is requested for installation of the sign and shall be responsible that such permission shall not be revoked. Revocation of any permit required for installation and maintenance of sign shall not relieve buyer from the payment of all sums due in accordance with the terms of the agreement. Buyer agrees to obtain all necessary permission for the use of all registered trademarks or copyrights used on the sign, and agrees to indemnify Signarama against any claims in connection therewith.				
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3.1	Custom Item Taxed - Text: Single Sided; Includes but is not limited to: - Complete site survey to determine proper signage needs				
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4.1	Custom Item Taxed - Text: LED Retrofit 36" x 36" double-sided sign				
5	Install	1	\$0.00	\$0.00	\$0.00
5.1	Custom Item Taxed -				

We appreciate the opportunity to serve you. Please find the invoice attached here for your completed order.

Subtotal:	\$2,479.86
Taxable Amount:	\$2,369.30
Taxes:	\$130.32
Grand Total:	\$2,610.18
Amount Paid:	\$938.95
BALANCE DUE:	\$1,671.23

TRANSACTIONS		
Date	Type	Amount
6/28/2019	Check 1125	\$938.95



*Existing Signage



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Client	<p>Our Bar</p>		
Project	<p>30151 Exterior Sign Faces</p>		
Date: 07/12/2019	<p>File Name: 30151 Exterior Sign Faces</p>		
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Specifications

- Qty: 1 Set of 2 Faces
- 39.375" x 39.562"
- Pan Faces with Vinyl Graphics
- Single Sided Faces on a Double Sided Sign

If you had \$1 million to spend in the district within the next year, what would you spend it on?

- Fully implement streetscaping plan
 - Trees
 - Green space
 - Traffic calming
- Destination (including specialty businesses)
- Visitor Center
- Restoration Fund
- Cleaning crew
- Restructure parking to be more shopper-friendly
- Upper level living
- Back alley improvements
- Adjacent neighborhood improvements
- Pedestrian-friendly
- More downtown festivals/events
- Entrepreneurial ecosystem development
- Nighttime business hours

If you had 1,000 infinitely talented volunteers for one week, what would you have them do on behalf of the district?

- Clean up
- Basic façade work
- Window displays
- Pop-up events
- Build welcome center

Priorities and Action

