



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Zoom Meeting
Wednesday, September 09, 2020 at 7:00 AM

VIDEO & TELECONFERENCE

Join Zoom Meeting

<https://us02web.zoom.us/j/86748510952?pwd=VzZYR3VDZ1pZQ3V4SlJ3b2RpdWE0Zz09>

Meeting ID: 867 4851 0952

Passcode: 125454

-OR-

(312) 626 6799

Meeting ID: 867 4851 0952

Passcode: 125454

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 August 12, 2020 Minutes
- [3.](#) Approval of August 2020 Financial Statement

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

4. Scott Ayelsworth - House to Home Properties- 314 E. Main Street
5. Victoria Tripp - House of Handcrafters - 11 N. Madison St.

DISCUSSION ITEMS:

6. Pop-Up Waupun Update
- [7.](#) Draft 2021 Work Plan
8. Waupun Area Chamber of Commerce Update
9. Administrator Update

ADVANCED PLANNING:

10. Potential Agenda Items
11. Next Meeting - October 14, 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 – SPECIAL BUSINESS
IMPROVEMENT DISTRICT MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Wednesday, August 12, 2020 at 7:00 AM

Committee Members Present:

Krista Bishop
Kate Bresser
Gary DeJager
Jodi Mallas
Rich Matravers
Teresa Ruch
Tyler Schulz

Committee Members Absent:

Austin Armga
Jan Harmsen
Jonathan Leonard

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Other:

Katrina Hoinacki K's Boutique
Rich Oosterhouse Finishing Touches by Rich

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 Mr. DeJager and seconded by Mr. Matravers, passing unanimously.

2. Approval of July 21, 2020 Minutes

A motion to approve the July 21, 2020 minutes was made by Ms. Ruch and seconded by Mr. Schulz, passing unanimously.

3. Approval of July 2020 Financial Statement

A motion to approve the July 2020 financial statement was made by Mr. Schulz and seconded by Mr. Matravers, passing unanimously.

PRIOR OUTSTANDING APPLICATIONS:

4. Scott Aylesworth – House to Home Properties (314 E. Main St.)

Ms. Van Buren provided the members a status of Mr. Ayelsworth's project. The painter indicated that some of the wooden trim on the front of the building is extremely rotted and needs to be replaced prior to painting. Painting is temporarily on hold until the needed repairs can be made. The property owner cannot afford to pay for the needed repairs so Mr. Aylesworth is looking into what can be done.

NEW APPLICATIONS:

5. Katrina Hoinacki – K's Boutique (317 E. Main St.)

Katrina Hoinacki, K's Boutique, submitted a Façade Improvement Program application for the property located at 317 E. Main St. to install a projecting sign. The total project cost is \$1,760. The Plan Commission approved a conditional use permit for the sign at their July 15, 2020 meeting. Staff recommends approval. Motion made by Ms. Mallas and seconded by Ms. Bresser to approve 50% of the total project cost, not to exceed \$880, passing unanimously.

6. Rich Oosterhouse – Finishing Touches by Rich (432 E. Main St.)

Rich Oosterhouse, Finishing Touches by Rich, submitted a Façade Improvement Program application for the property located at 432 E. Main St. to install new signage. The total project cost is \$3,006.75. Staff recommends approval. Motion made by Ms. Mallas and seconded by Ms. Ruch to approve 50% of the total project cost, not to exceed \$1,503.38, passing unanimously.

7. Kate Bresser – Gysbers Jewelry (305 E. Main St.)

Due to a conflict of interest, Ms. Bresser abstained for the discussion and voting.

Kate Bresser, Gysbers Jewelry, submitted a Façade Improvement Program application for the property located at 305 E. Main St. to build an addition to the rear of the building. The total project cost is \$87,000. Staff recommends approval. Motion made by Ms. Mallas and seconded by Mr. Schulz to approve 50% of the total project cost, contingent upon site plan approval by Plan Commission and Code Review of plans, not to exceed \$2,000. Motion passed 6-0 with one abstention.

DISCUSSION ITEMS:

8. Pop-Up Waupun

Information regarding the Pop-Up Waupun program was shared with the Board. A location has been selected and advertising for the program began on July 28th. To date, four inquires resulting in three applications distributed, with one being returned. The deadline to apply is August 15th at 12pm.

Mr. Schulz, Ms. Mallas, and Ms. Bresser agreed to assist staff in reviewing applications and selection of business(s).

9. 2021 Operating Plan

Staff will begin development of the 2021 Operating Plan and budget and reconvene the small group utilized in 2020 with one change. It was recommended last year to better align the work of the BID and the CDA and therefore, a member of the CDA will be added to the group in place of the "property owner" represented. Ms. Ruch, Ms. Despres, Mr. DeJager volunteered to assist with the development of the 2021 Operating Plan and budget. Ms. Van Buren will work with these members to identify a date to meet and the draft 2021 Operating Plan will be presented at a future BID meeting.

10. Waupun Area Chamber of Commerce Update

Ms. Despres was not able to attend the meeting but provided an update to Ms. Van Buren in an email. Members of the BID requested the email be forwarded to them and have Ms. Van Buren include the information in the minutes (see Attachment A – July Chamber Executive Director Report).

11. Administrator Update

Administrator Schlieve provided the following updates:

- a. Due to the Governor's recent statewide mask mandate the City Council will reconsider how they proceed with conducting meetings.
- b. In response to COVID-19 impacts to capacity of restaurants and bars, the Council approved a revision to the ordinances at their July 14, 2020 meeting that would allow outdoor seating and beer gardens. Restaurants and bars that are interested will need to apply for a conditional use permit through the Plan Commission.
- c. The recent Connect Communities award announcement has brought additional attention to our downtown from small businesses looking to locate to the community.
- d. The amendment to the TID 6 boundaries has been approved and the City will be closing on the McKinley Street property today allowing redevelopment opportunities to occur in the upcoming months.
- e. Envision Greater Fond du Lac has approved the use of a dedicated staff member to lead entrepreneurship development within the county. This has led to the restructuring of the IGNITE network and Ms. Schlieve has been selected to chair that group. The first order of business is to develop a strategic plan.

- f. Good headway is being made on the implementation of streetscaping efforts. The new banners have arrived and will be installed soon. The CDA will be selecting the new benches at their August meeting.
- g. The CDA will be discussing future funding strategies to better utilize the TID funding before its expiration in 2027.
- h. Meeting housing demand for the community is still a priority.
- i. COVID-19 continues to affect the current state and local budgets. Moving forward, the City will be developing a strategic plan as to how to deal with budgeting for the future.

ADVANCED PLANNING:

12. Potential Agenda Items

- a. Pop-Up Waupun Update
- b. 2021 Operational Plan Update

13. Date of Next Scheduled Meeting

The next meeting is scheduled for September 9, 2020.

ADJOURNMENT

The motion to adjourn was made by Mr. DeJager and seconded by Ms. Mallas passing unanimously. The meeting adjourned at 7:45 a.m.

Business Improvement District Financial Statement
For the Month Ending: 08/31/20

CASH ON HAND

Prior Month Ending Balance	\$	24,520.30
Plus Current Month Deposits	\$	-
Less Current Month Expenses	\$	(3,485.00)
Total Cash on Hand	\$	<u>21,035.30</u>

FACADE IMPROVEMENT GRANT PROGRAM

2020 Budget	\$	8,000.00
Less Approved Grants	\$	(7,739.87)
Funds Available for Distribution	\$	<u>260.13</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		
7/21/2020	10/21/2020	V. Tripp / House of Handcrafters	\$ 712.05		
8/12/2020	11/12/2020	Finishing Touches by Rich	\$ 1,503.38		
8/12/2020	11/12/2020	K's Boutique	\$ 880.00		
8/12/2020	11/12/2020	Kate Bresser/Gysbers Jewelry	\$ 2,000.00		
Total Approved Grants			\$ 7,739.87		

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	\$	-
Funds Available for Distribution	\$	<u>500.00</u>

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	\$	(1,485.00)
Funds Available for Distribution	\$	13,362.19

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
		Total Other Expense	\$ 1,485.00	

BUSINESS IMPROVEMENT DISTRICT BUDGET

For the Calendar Year of
2021

(Anticipated) Balance as of December 31, 2020	\$8,362.19
2021 Assessment @ \$1.50 per \$1,000	\$17,369.25
Subtotal	\$25,731.44
Less: Anticipated Expenses for the Year 2020	
BID Annual Audit	\$ 1,000.00
Training Workshops and Seminars	\$ 1,500.00
BID District Advertising	\$ 500.00
Beautification	\$ 3,500.00
Façade Improvement Grant Program	\$ 8,000.00
Downtown Market Analysis	\$ 8,362.19
Pop-Up Grant Program	\$ 3,000.00
Total Anticipated Expenses for 2021	\$25,862.19
ANTICIPATED Ending Balance as of December 31, 2021	\$0,000.00 =====
