



A G E N D A
CITY OF WAUPUN BID MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, May 21, 2024 at 7:00 AM

The Waupun Business Improvement District will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

VIRTUAL LINK: <https://us02web.zoom.us/j/86945781751?pwd=WjJwcW9yV2hKT0FNdzRERON1NGRvdz09>

MEETING ID: 869 4578 1751

PASSCODE: 497340

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.](#) BID BOARD Acknowledgement of Members
2. Nominate Chairperson
3. Nominate Vice-Chairperson
4. Select Day and Time of Standing Meetings
- [5.](#) Approve Minutes from March 19, 2024 BID Meeting
- [6.](#) Approve March and April 2024 Financials

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

NEW APPLICATIONS FOR REVIEW AND CONSIDERATION:

- [7.](#) Consider Application for 417 E Main Street (Stone & Suede)

DISCUSSION ITEMS:

8. Update from Waupun Business Alliance
- [9.](#) City Administrator Update

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.



AGENDA SUMMARY SHEET

MEETING DATE: 5/21/24

TITLE: BID BOARD Acknowledgement of Members

AGENDA SECTION: CONSIDERATION-ACTION

PRESENTER: Administrator Schlieve

DEPARMTENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT

ISSUE SUMMARY: *(Note that this summary sheet covers agenda items 1 through 3.)*

Recognition of Board Members:

Special thank you to Krista Bishop and Kate Bresser who completed a three-year term on the board in April of 2024.

BUSINESS IMPROVEMENT DISTRICT BOARD (3 Year Terms)

Business Improvement District shall regularly meet on the 3rd Tuesday of each month at 7:00am.

The BID Board shall consist of 6 representatives from the BID District and 4 Representatives At-Large. Board commonly elects Chairperson, Vice Chairperson. Mayor as Ex Officio.

REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Tyler Schulz
REPRESENTATIVE FROM BID DISTRICT		4/30/2025	Rich Matravers
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Steve Daute
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Gary DeJager
REPRESENTATIVE FROM BID DISTRICT		4/30/2026	Bryan Yohn
REPRESENTATIVE FROM BID DISTRICT		4/30/2027	Mitch Greenfield
REPRESENTATIVE AT-LARGE		4/30/2025	Craig Much
REPRESENTATIVE AT-LARGE		4/30/2026	Jodi Mallas
REPRESENTATIVE AT-LARGE		4/30/2027	Katie Bohn
REPRESENTATIVE AT-LARGE		4/30/2027	Teresa Ruch

MAYOR	Ex Officio		
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Nominate Chair and Vice Chair:

- Current 2023-2024 Chairperson: Krista Bishop
- Current 2023-2024 Vice Chairperson: Teresa Ruch

Establish Meeting Day and Time:

Business Improvement District regularly meets - Currently 3rd Tuesday of each month at 7:00am, unless a special meeting is called.



MINUTES
CITY OF WAUPUN BID MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, March 19, 2024 at 7:00 AM

Meeting called to order by chairperson Krista Bishop at 7 a.m.

Roll call was taken. Present: Gary DeJager, Jodi Mallas, Tyler Schulz, Krista Bishop, Kate Bresser, Mitch Greenfield, Rich Matravers, and Craig Much. Absent and excused is Teresa Ruch. Also present Administrator Schlieve, Assistant Administrator Langenfeld, Raina Lyman, Christina Kartechner, Julie Patrouille (online), and Mayor Rohn Bishop.

Motion Schulz, second Greenfield to adopt the agenda as presented. Carried unanimously.

Motion Schulz, second DeJager to approve the consent agenda as presented, including minutes from February 20, 2024 BID meeting and February 2024 BID financials. Carried unanimously.

Outstanding applications are reviewed. Administrator Schlieve explains that Gysbers Jewelry is seeking an extension through the end of May. They have experienced delays due to contractor illness. Motion Schulz, second DeJager to extend the application through May 31, 2024. Carried unanimously.

Christina Kartechner is present to explain her signage project for 18 S Madison St. Administrator Schlieve explains that Kartechner is seeking a conditional use application for the sign at the March 20 Plan Commission meeting. Schlieve also notes that the Plan Commission will hold a public hearing on changing the sign ordinance to permit projecting signs. Motion Greenfield, second Much to approve the application for a 50% match capped at \$1,057.99 contingent on Plan Commission approval of conditional use application. Carried unanimously.

Administrator Schlieve explains that Dana Vande Kolk is unable to attend the meeting due to a medical issue. Schlieve notes that Vande Kolk operates Be Still Massage shares the space at 14 S Madison Street with Body Logic Massage, operated by Lyndsey Fix. Schlieve notes that current ordinance permits one building sign per address. Schlieve advises that decisions on the number of signs is pending a public hearing. Schlieve supports a sign for the space but recommends that the two businesses be encouraged to work together to create a single sign for the space and that an application be resubmitted for review and approval. After discussion, motion DeJager, second Schulz to table decision until number of signs per address is determined. Carried unanimously.

No one is present to speak on application for Body Logic Massage. Administrator Schlieve notes that Fix operates Body Logic Massage and shares the space at 14 S Madison Street with Be Still Massage, operated by Dana Vande Kolk. Schlieve notes that this application should follow a similar direction as that taken for Be Still Massage. Motion DeJager, second Greenfield to table decision until number of signs per address is determined. Carried unanimously.

Julie Patrouille is present to explain her signage project for 12 S Madison Street. Administrator Schlieve explains that Patrouille may need to seek a conditional use application but that the application was not received in time to meet publication notices for a public hearing. Schlieve notes that the Plan Commission will hold a public hearing on changing the sign ordinance to permit projecting signs. If the ordinance change is approved, the conditional use requirement would be eliminated. Motion Schulz, second Greenfield to approve the application for a 50% match capped at \$387 contingent on Plan Commission decision on conditional use requirement and any subsequently approved ordinance changes. Carried unanimously.

Raina Lyman provides an update for the Waupun Business Alliance and Envision Greater Fond du Lac, highlighting the Business Alliance Annual meeting on March 28, upcoming small business workshops through the Ignite network, and the fall golf outing scheduled for September 10, 2024.

Administrator Schlieve provides updates, including the following points:

- The Food Truck Alley is currently out to bid with construction planned for early summer and opening by August 2024.
- The CDA is reviewing the Downtown Design Guidelines and the ordinance that prohibits projecting signage is currently moving to public hearing.
- The Waupun Business Alliance meeting is important to attend on March 28. Waupun Area School District Juniors and Seniors will be helping present on the Design WI Report and next steps.
- Everyone is encouraged to attend the April 29, 2024 Kick Start Implementation Workshop to be held on the High School, starting at 5:30 p.m.
- New businesses opening the coming weekend include Madeline Clothing Company & Kartechner & Girls Floral & Gift Shop; Charming Reads opened the weekend prior.
- CDA is evaluating the potential for a Revolving Loan Fund.
- Council is evaluating disposition of current senior center, at 301 E Main St.
- The Fire / Emergency Management Staffing Study will be presented on April 30, 2024 to the Council and surrounding town chairman.

Motion Schulz, second Matravers to adjourn the meeting at 7:35 a.m. Carried unanimously.

CASH ON HAND

Prior Month Ending Balance	\$	28,605.86
Plus Current Month Deposits	\$	-
Less Current Month Expenses (including expenses in accounts payable)	\$	(3,178.73)
Total Cash on Hand	\$	<u>25,427.13</u>
Less Outstanding Grants/Checks (not in accounts payable)	\$	(5,544.99)
BID Funds Available	\$	<u>19,882.14</u>

BUDGET

2023 Budget Revenue Carryover	\$	6,572.58
2024 Revenue	\$	24,633.28
Less Approved Grants & Expenses	\$	(13,281.82)
Remaining Budget Funds Available	\$	<u>17,924.04</u>

2024 Grants Approved - Not Dispersed

Gysber's Jewelry	(2023)	\$	(2,000.00)
Waupun Gymnastics	2024	\$	(2,100.00)
Kartechner & Girls Flowers	2024	\$	(1,057.99)
Step A Head Styling	2024	\$	(387.00)
		\$	<u>(5,544.99)</u>

2024 Actual Operating Expenses

1/9/2024	Downtown Planters	\$	(500.00)
1/24/2024	Broken Threads	\$	(2,000.00)
1/29/2024	Madeline Clothing Co.	\$	(2,100.00)
3/18/2024	Madeline Clothing Co.	\$	(1,178.73)
3/31/2024	Baker Tilly - Audit	\$	(1,958.10)
		\$	<u>(7,736.83)</u>

Total of Grants Approved Not Dispersed and Actual Expenses **\$** **(13,281.82)**

2024 Upcoming Operating Expenses

\$ -

Projected Unrestricted Funds **\$** **17,924.04**

2024 Waupun Business Improvement District ~ Façade Improvement Program ~

INTRODUCTION

The Façade Improvement Program has been established by the Waupun Business Improvement District (BID) and may be utilized in conjunction with the Community Development Authority's Design Assistant Grant and Building Improvement Program.

PURPOSE/MISSION

- To improve the business climate in downtown Waupun.
- To improve the aesthetics (façade) of existing businesses
- This mission will also enhance the quality of life in the Waupun Area.

FAÇADE IMPROVEMENT PROGRAM

Property owners and businesses within the B I D of the City of Waupun are eligible for up to \$2,100.00 in matching grant funds for improvements to the exterior of their buildings or improvements visible from the exterior of the building. As a matching grant program, the BID will reimburse the property owner for up to 50% of the expense, up to a maximum of \$2,100.00. The BID reserves the right under this program to exceed the maximum grant amount of \$2,100.00 on a case-by-case basis. All grants will be awarded to eligible applicants while funds are available. Applicants are eligible for only **one grant award every two years**, unless otherwise approved by the BID Board.

ELIGIBLE APPLICANTS

The Façade Improvement Program is available to any Waupun commercial property located in the Business Improvement District.

No application will be reviewed or presented to the committee for their consideration on behalf of an individual or entity that is delinquent in their City of Waupun Property Taxes or Waupun Utility Bills. Neither the grant recipient nor the landlord (if not the same entity) can be delinquent on any utility bills or property taxes in the City of Waupun on any property located in the City.

Eligible projects must meet the requirements of the Zoning Code and Design Standards identified in the Waupun Municipal Code.

ELIGIBLE ACTIVITIES

- Façade renovations – including but not limited to Window Installation, Signage, Awnings and Exterior lighting
- Other expenses deemed eligible by the BID Board

INELIGIBLE ACTIVITIES

- Interior items – including but not limited to appliances, lighting, wall coverings, carpet and paint. These items may be funded through grants offered by the Community Development Authority.
- Other expenses deemed ineligible by the BID Board

PROCESS

- a. Applications are distributed and collected by the BID Board:

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

- b. As there are code restrictions, it is the applicant's responsibility to receive approval by the City Building Inspector for all projects prior to submission of application.

- c. Completed applications must be submitted no later than the 1st Wednesday of the month in order to be considered at the BID board meeting for that month. **Applicant(s) must attend the scheduled BID board meeting.** Regular BID board meetings are held at 7:00 AM the third Tuesday of every month, Waupun City Hall Council Chambers.
- d. Notification of approval/denial will be provided to the applicant by the BID within five (5) days of application. **Note that the project must be approved prior to any of the work taking place; failure to have prior approval from the BID Board may result in a denial of the funding request for the qualifying project.**
- e. Appropriate documentation, such as invoices and pictures of the completed work, must be submitted to the City Economic Development Department for fund reimbursement upon completion of the project. All projects must commence within ninety (90) days of grant approval and reimbursable expenses must be submitted within one-hundred-eighty (180) days of grant approval.
- f. If the projects are not done in accordance with the requirements and time schedule identified, then the applicant MUST re-appear for re-approval. Limited consideration for grant extension will be given based on demand for program dollars.

APPLICATIONS

- a. Completed Façade Improvement Program application form (attached) and supporting documentation
- b. Completed Release of Information Letter (attached)

DESIGN GUIDELINES

All applicants shall utilize the design standards set forth in Chapter 25 of the Municipal Code as a guideline for designing improvements to buildings. These design criteria were recommended by the Community Development Authority to the Common Council.

1. PURPOSE & INTENT

It is the general intent of the Community Development Authority to renovate, preserve and maintain properties within the redevelopment area of the City of Waupun through a process of design review in order to:

- Encourage urban design excellence
- Integrate urban design and preservation of Waupun's heritage into the process of redevelopment
- Enhance the character of the Waupun business community

2. APPLICABILITY

- *Context:* The facility is designed in a manner that is mindful of and complementary to the existing building and natural environment.
- *Harmony:* The facility uses materials, forms and colors that serve as unifying elements with the surrounding buildings and natural environment.
- *Compatibility:* The facility should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.
- *Building Design:* All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located.
- *Facades:* Facades should exhibit rhythms similar to those found in adjacent structures.
- *Colors:* Color selection of exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones are prohibited.
- *Awnings:* Awnings and canopies are encouraged. If provided, they should be designed as an integral component of the building façade.
- *Signage:* Placement of signs shall not be unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations.
- *Historic preservation:* Preservation of unique historic or architectural landmarks is encouraged.

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

Applications missing any materials will be returned for completion.

Date: 5/10/24

Applicant Name: Lauren Tillema

Applicant Address: 306 N Sterk Rd Friesland, WI 53935

Phone: 920-382-9392 Fax: _____ Email: lauren@stoneandsuede.design

Name of Business/Property: Stone & Suede LLC

Property Address: 417 E Main St Waupun, WI 53963

Property Use: Retail/Commercial Use

Property owner, if different than applicant: _____

Owner address: _____ Owner Phone: _____

Project Summary:

Brief Project Summary: _____

Existing Gunite exterior to be repaired by Beaver Gunite. Exterior to be water blasted as needed prior to paint application. 2 Coats of paint to be applied to exterior brick/gunite. This will allow for a community mural to be painted in adjacent Food Truck Plaza/City Plaza to allow for art and placemaking in the community. Exterior color is currently existing on areas of storefront during previous renovations.

Total Estimated Cost: \$ 8,500

Total Grant Request: \$ 2,100

Projected Start Date: ASAP

Projected Completion Date: July/August 2024

Name of Contractor: Roberts Brother's Painting
Beaver Gunite

Issue Payment if approved: Applicant or Business (circle)

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

Required attachments:

- | | |
|--|---|
| <input type="checkbox"/> Project plan(s) to 1/4" scale, if applicable | <input checked="" type="checkbox"/> Current photo(s) of property |
| <input checked="" type="checkbox"/> Release of Information Letter (attached) | <input checked="" type="checkbox"/> Paint color(s) or material sample(s), if applicable |
| <input checked="" type="checkbox"/> Quotes/Estimates | |

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: _____
Application reviewed for completeness by _____ (initials). Date: _____
Applicant notified of scheduled BID meeting by _____ (initials). Date: _____

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

Date: 5/10/24

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): Lauren Tillema

Signature: Lauren Tillema

Date: 5/10/24



AGENDA SUMMARY SHEET

MEETING DATE: 5/21/24

TITLE: Administrator Update

AGENDA SECTION: DISCUSSION

PRESENTER: Administrator Schlieve

DEPARMTENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT	

ISSUE SUMMARY:

Updates will be provided on the following items:

1. Projects from Design WI Kickstart Workshop and Next Steps
 - a. Back Alleyway / Parking Project
 - b. Downtown Beautification
 - c. Connect Waupun / Communications and Promotion
 - d. Senior Center Disposition

2. Food Truck Alley Construction Progress Update
 - a. Excavation / Stormwater / Lighting complete
 - b. Construction Meeting
 - c. Wall/Mural Update

3. Business Attraction Grant

4. Fire & EM Staffing Study Update

5. Other Miscellaneous Updates