



A G E N D A
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, June 17, 2025 at 7:45 AM

The Community Development Authority will meet in person and virtually. Information to access the virtual meeting follows:

Virtual: <https://us02web.zoom.us/j/84001455752?pwd=G3ATkghwyQRHdf0Awocwb8Q9brw0Ju.1>

Meeting ID: 840 0145 5752

Passcode: 190491

CALL TO ORDER

ROLL CALL

CONSIDERATION - ACTION

1. Recognize Mayoral Appointments to CDA Board
2. Nominate a Vice-Chair
3. Select Day and Time of Standing Meeting

CONSIDERATION - ACTION

- [4.](#) CDA Minutes from April 15, 2025
- [5.](#) CDA April 2025 Financials
- [6.](#) CDA May 2025 Financials

CONSIDERATION - ACTION

- [7.](#) WI Main Street Cohort Application
- [8.](#) WRNC Opportunity Fund
- [9.](#) Ignite Rural Business Accelerator Program
10. Administrator Updates

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 COMMUNITY DEVELOPMENT
AUTHORITY
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, April 15, 2025 at 7:45 AM

Meeting called to order by Chairperson Mayor Bishop at 7:45 am.

Roll call was taken. Members present include: Mayor Rohn Bishop; Cassandra Verhage; Derek Drews; Steve Daute (online); Gary DeJager; Bobbi Jo Kunz, Sue Vandenberg. Also present, Administrator Schlieve, and Assistant Administrator Langenfeld, Jason Whitford (online).

Motion Kunz, second Verhage to approve the consent agenda, including CDA meeting minutes from February 18, 2025, and February and March 2025 financials as presented. Carried unanimously.

Bobbi Jo Kunz is present to discuss her application for 432 E Main Street for Home Sweet Home Real Estate. The request supports replacement of the front door of the building in the amount of \$3,740. BID took action on a grant request, leaving \$1870 of unfunded expense for CDA to consider. Total grant request is \$935. Motion DeJager, second Verhage to approve a match grant in the amount of \$935 as presented. Carried unanimously.

Administrator Schlieve provides an update on the following:

- Janelle Kartechner and Lauren Tillema, owners of Stone & Suede, were recognized as Entrepreneur of the Year in Fond du Lac County. Make sure to congratulate them if you see them.
- WRNC Opportunity Fund announced. The WRNC Business Opportunity Fund is a regional financial assistance program designed to empower small businesses in the Cities of Waupun and Ripon and the Villages of North Fond du Lac and Campbellsport. This initiative—supported in part by a Small Business Development Grant from WEDC focuses on enhancing local economies through two targeted capital seed funds as follows:
 - WRNC Startup Fund: \$10,000 for new businesses with fewer than 25 employees (cannot relocate from another community)
 - WRNC Expansion Fund: \$25,000 to help growing businesses (fewer than 25 employees) that are ready to expand their footprint, add jobs, or invest in new equipment
 - Both tracks include a revolving low-interest loan and forgivable grant component for businesses that meet specific milestones like opening, job creation, or revenue growth
 - Applicants are required to receive technical assistance from Envision Greater Fond du Lac to ensure readiness of their business plans.
 - Each of the representative communities and a representative from Envision sit on the review board.
 - Funds need to be disbursed by 12/31/26 and we are working with several entrepreneurs who could benefit from this program now.
- IGNITE Rural, a business accelerator, focused on the rural areas of Fond du Lac County, was announced and will launch this fall with the opportunity for startups to pitch their idea and win significant prize money to support their business plan. Target start is mid-September. Marketing material is being finalized for this program now and I will share full details when that is available.
- First Fridays of Summer Downtown – food, entertainment, activities planned June 4, July 11 and August 1.
- North Alley Update: Acquiring 18A N Madison (block building in the center of parking lot; Engineering and will be meeting with building owners to discuss private improvements from alley to building.
- 301 E Main St (former senior center) sale is progressing slowly.
- City closed on Carver Flats land sale last week and anticipates ground breaking in June,
- Placemaking / public art installation

- Catch the Wind Sculpture – Food Truck Alley / History linkage to Shaler and his invention with kites.
 - Clarence A. Shaler, a notable industrialist and sculptor from Waupun, Wisconsin, is indeed associated with kite inventions. In 1917, Shaler was granted a patent for a kite design. This invention, detailed in patent US1222791A, describes a kite with specific structural features aimed at enhancing its flight stability and performance.
- Reviewed placemaking – mural ideas to create a Welcome to Waupun mural. Schlieve noted that we are seeking CDA's input at this point before determining next steps.

Motion DeJager, second Verhage to adjourn meeting. Carried unanimously. Meeting adjourned at 7:58 am.



CDA Financial Statement

For the Month Ending:

5/31/2025

BUDGET

		YTD Actual	Balance
REVENUE	\$ 228,059	\$ 228,059	\$ 228,059
CARRYOVER 2024 RESTRICTED	100,000	\$ 100,000	\$ 100,000
CARRYOVER 2024 UNRESTRICTED	47,147	\$ 47,147	\$ 47,147
TOTAL REVENUE	\$ 375,206		\$ 375,206

EXPENSE	Budget Amt	YTD Actual	Balance
WAGES	\$ 14,300	\$ (4,683)	\$ 9,617
PROFESSIONAL SERVICES/AUDIT FEES	\$ 1,500	\$ (5,069)	\$ (3,569)
DEBT PAYMENTS	\$ 31,788	\$ -	\$ 31,788
PAYOUT FOR 2024 PROJECTS	\$ 100,000	\$ (97,260)	\$ 2,740
TARGETED REINVESTMENT	\$ 120,710	\$ (17,706)	\$ 103,004
STREETSCAPING	\$ 35,000	\$ -	\$ 35,000
FAÇADE IMPROVEMENT PROJECTS	\$ 71,908	\$ -	\$ 71,908
TOTAL EXPENSE	\$ 375,206	\$ (124,718)	\$ 250,488

AVAILABLE PROJECT FUNDS

IMPROVEMENT PROJECTS	\$ 70,973
TARGETED INVESTMENTS	\$ 2,995
CARRYOVER FUNDS PRIOR YEAR(S)	\$ 47,147
	\$ 121,115

Funds Disbursement			
GRANTS APPROVED	Date	\$	71,908
Ravenvale, LLC (4/15/25)		\$	935
		AVAILABLE IMPROVEMENT PROJECT FUNDS	\$ 70,973

GRANTS - TARGETED INVESTMENTS	Funds Disbursement Date	\$	220,710
BREWERY 2023		\$	97,005
BACK ALLEY/DESIGN/ENGINEERING		\$	120,710
		AVAILABLE TARGETED IMPROVEMENT PROJECT FUNDS	\$ 2,995

GRANTS - CARRYOVER FUNDS	Date	\$	47,147
		AVAILABLE IMPROVEMENT PROJECT FUNDS	\$ 47,147

Main Street Cohort Application Structure Model

Goal: Transition Main Street from a competitive program to an earned status.

Objectives:

- Bring downtown programs into compliance with emerging WEDC policies around competitive programs and with existing state statutes.
- Ensure that communities achieving Main Street designation are adequately prepared to fulfill contractual requirements to remain in the program once designated.

As WEDC is moving to create a standard structure for competitive programs- Main Street is currently treated as a competitive program, but is not fundamentally similar to the other competitive funding programs, but rather it is a restrictive program. Rarely are there more than three communities applying where communities are actually competing against one another for a spot in the program, rather, communities are making the case that they meet Main Street program requirements and are prepared to utilize program services.

Additionally, while recently added new communities have many of the basic elements in place to be part of the Main Street program, they have not been ready to meet accreditation within three years, which is a requirement of Main Streets. Specifically, communities often fail to meet one or more of the following accreditation elements:

- Strategic plan/benchmark goals and written work plans (based on MS Approach/Transformation strategies)
- Sustainable & Diverse Fundraising plan
- Volunteer recruitment/recognition plan
- Community/Stakeholder engagement and involvement strategy
- Board/community education about Main Street approach and available services

Cohort Model Overview

To address the identified issues and increase the success/impact of our Main Street programs, we propose an annual cohort application model based on a program used by Virginia Main Street.

- At the beginning of each fiscal year, we would accept up to 5 Connect Communities interested in pursuing Main Street status (potential applicants would need to submit a brief application which includes many of the elements of the current Main Street application).
- Once approved for the program, participants would need to commit to participating in a series of 10 virtual and 2 in-person training sessions over the fiscal year. Each session would need to be attended by at least two individuals from each community, and each community would be required to complete and submit a homework assignment following the training. This model would ensure:
 - o Increase awareness and understanding of the Main Street approach
 - o Increase organizational stability by requiring that multiple individuals attend training
 - o Require broader community engagement to complete required homework
 - o Eliminate communities from joining Main Street that do not have the capacity or buy-in to complete the required coursework.

Cohort Program Outline

The required training and homework would include the following modules – The application and self-led training are intended to be completed prior to being accepted into the cohort. Each of the other modules is intended to incorporate one month of work time following each training session. If an organization already has an element (i.e. an effective brand), they would still need to participate in the training, but could upload existing documents as their homework.

	Activity	Training Topic/purpose	Homework
Pre-Application	Application	Pre-application webinar	Collect critical data on district – number of buildings, historic designation, number of businesses, property value, visitor trends, etc.
	Self-Led Training	Complete Main Street Orientation Module	All prospective staff/board members complete online self-paced training
Orientation	Stakeholder Survey Rollout	Understand the needs and perceptions of downtown stakeholders	<ul style="list-style-type: none"> - Survey business owners, property owners and the community about strengths/challenges, opportunities for downtown revitalization. - 35% of businesses and property owner responses, 50+ citizen responses. -
	In-Person Strategic Planning	Engage broader community in discussion and planning	<ul style="list-style-type: none"> - WIMS staff member attends walking tour of district and three-hour visioning & goal planning session. - At least 15 individuals must attend in communities under 5k, at least 30 attendees in larger communities.
Organization	Bylaws & Effective Meetings Webinar	Understand bylaws, create board matrix, board roles & responsibilities	Confirm DFI registration, review/update bylaws, job descriptions, review/adopt policies
	Volunteer Strategy Webinar	Understand volunteer capabilities, recruiting, tracking, and recognizing	Develop volunteer plan, job descriptions, recruitment strategy, and tracking/recognition system.
	Fundraising Strategy Webinar	Create sustainable & diverse fundraising plans beyond individual events. Create board/committee roles & expectations for fundraising.	Annual fundraising plan & materials

Attend mid-year orientation event, cohort networking and district tour			
	Activity	Training Topic/purpose	Homework
Promotions	Branding & Storytelling Webinar	Create downtown brand, collect testimonials/district stories	Organization and district logo/brand identity, 5+ testimonials
	Communications & Event Planning Webinar, Optional Itinerary Development	<ul style="list-style-type: none"> - Strategic event calendar/tracking and communications plan for 5 audiences Optional, complete itinerary development webinar 	<ul style="list-style-type: none"> - Create communications & social media plan. - Create event calendar and benchmark goals/tracking. - Create 3+ itineraries and identify gaps/potential solutions
Design	Property Improvement Strategy Webinar – ordinances, regulatory and finance	Understand existing historic districts Understand regulatory impacts and funding sources for property improvements	Create property owner guidebook and improvement one-page handout
	Placemaking Strategy Webinar	Assess appearance, function and utilization of public spaces (and/or private spaces with engaged owners).	Identify 2-3 potential placemaking installation projects, work plans, funding plan, partners and timelines
Economic Vitality	Reporting & Tracking Webinar	Understand tools to track and use economic data.	Develop district market profile, complete property inventory (boomstracker), complete annual reporting and annual report
	Business Engagement Webinar	Using survey data, create business training/networking series,	Create business startup/expansion guide, host at least one business networking or training event on topic of interest.

Cohort participants must also maintain good standing in the Connect Communities program by returning contract and payment and completing annual reporting.

At the end of the cohort, communities that have completed all trainings (2 people per session), completed all the homework, and meet Main Street requirements (dedicated board, dedicated staff, minimum budget size) will be eligible to join the Main Street program.



Fueling Business Growth in Rural Communities

The WRNC Business Opportunity Fund is a regional financial assistance program designed to empower small businesses in the Cities of Waupun and Ripon and the Villages of North Fond du Lac and Campbellsport. This initiative—supported in part by a Small Business Development Grant from the Wisconsin Economic Development Corporation—focuses on enhancing local economies through two targeted funding tracks: the WRNC Start-Up Fund and the WRNC Expansion Fund. Whether you're launching a new venture or scaling an existing operation, WRNC provides the tools and financial support to bring your business goals to life.

The WRNC Start-Up Fund offers up to \$10,000 to help entrepreneurs turn their ideas into brick-and-mortar realities. The WRNC Expansion Fund, offering up to \$25,000, supports growing businesses that are ready to expand their footprint, add jobs, or invest in new equipment. Each award includes a forgivable grant component for businesses that meet specific milestones like opening, job creation, or revenue growth. Applicants are required to receive technical assistance from Envision Greater Fond du Lac to ensure they're ready to succeed.

By investing in small business development across these four communities, the WRNC Business Opportunity Fund fosters entrepreneurship, job creation, and long-term economic vitality in Fond du Lac County. If you're ready to grow, we're ready to help. Please take a moment to complete this [questionnaire](#) to get started.

WRNC Business Opportunity Fund – Frequently Asked Questions (FAQs)

1. What is the WRNC Business Opportunity Fund?

The WRNC Business Opportunity Fund is a regional financial assistance program supporting small business start-ups and expansions in Waupun, Ripon, North Fond du Lac, and Campbellsport.

2. Who is eligible to apply?

Eligibility is open to entrepreneurs starting new businesses and existing

businesses expanding operations within the four participating communities. Applicants must be current on property taxes and municipal bills.

3. What types of funding are available?

Two programs are offered: the WRNC Start-Up Fund (up to \$10,000) for new businesses and the WRNC Expansion Fund (up to \$25,000) for businesses growing their operations.

4. How is the funding structured?

Awards are structured as 80% low-interest loans and 20% forgivable loans (grants) contingent on meeting specific business milestones.

5. What can the funds be used for?

Eligible uses include start-up costs, leasehold improvements, equipment purchases, facility expansions, hiring and training staff, marketing efforts, and more.

6. Is matching funding required?

While a match is encouraged to strengthen the application, it is not required.

7. What technical assistance is required?

Applicants must work with Envision Greater Fond du Lac to ensure their business plan is viable before applying and must participate in at least one economic development program within a year of receiving funds.

8. How is the application reviewed and approved?

A five-member Review Board, made up of municipal administrators and Envision Greater Fond du Lac leadership, evaluates all applications based on business viability, management capacity, financial strength, economic impact, and readiness.

9. Can I relocate my business from another city into a WRNC community using these funds?

No, funds cannot be used to relocate a business from another Wisconsin community into Waupun, Ripon, North Fond du Lac, or Campbellsport.

10. How do I start the application process?

First, complete the interest [questionnaire](#). After you submit the form, a team member from Envision Greater Fond du Lac will reach out to provide technical assistance, confirm your project's eligibility and viability, and guide you through the next steps. If your project qualifies, you'll be invited to complete the formal application for Board review.

Information Session in Waupun **June 24:**

<https://www.facebook.com/events/723649740174463/>

Information Session in Waupun **July 22:**

<https://www.facebook.com/events/2429510960759486/>