



A G E N D A
CITY OF WAUPUN BUSINESS IMPROVEMENT
DISTRICT MEETING
Zoom
Wednesday, October 14, 2020 at 7:00 AM

Video & Teleconference

Join Zoom Meeting

<https://us02web.zoom.us/j/88034173605?pwd=MjhSc1kxNGk1UzVKcldTVzFJMUFjQT09>

Meeting ID: 880 3417 3605

Passcode: 990034

-OR-

Dial by your location

(312 626 6799)

Meeting ID: 880 3417 3605

Passcode: 990034

CALL TO ORDER

ROLL CALL OF 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 September 9, 2020 Business Improvement District Minutes
- [3.](#) Approval of September 2020 Financial Statement
- [4.](#) Adoption of 2021 Business Improvement District Operating Plan & Budget

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

5. House to Home

DISCUSSION ITEMS:

6. Pop-Up Waupun Update
7. Waupun Area Chamber of Commerce Update
8. Administrator Update

ADVANCED PLANNING:

9. Possible Future Agenda Items
10. Date of Next Scheduled Meeting - November 11, 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, September 9, 2020 at 7:00 AM

Committee Members Present:

Austin Armga
Krista Bishop
Gary DeJager
Jonathan Leonard (arrived at 7:05 a.m.)
Jodi Mallas
Teresa Ruch
Tyler Schulz

Committee Members Absent:

Kate Bresser
Jan Harmsen
Rich Matravers

Staff Present:

Kathy Schlieve Administrator
Sarah Van Buren Community & Economic Development Coordinator

Waupun Area Chamber of Commerce:

Casey Despres Executive Director

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:

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

2. Approval of August 12, 2020 Minutes

A motion to approve the August 12, 2020 minutes was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

3. Approval of August 2020 Financial Statement

A motion to approve the August 2020 financial statement was made by Mr. Schulz and seconded by Ms. Mallas, 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 additional repairs that were need in order to complete the painted was completed at the expense of Mr. Aylesworth. The sign was to be installed the week of August 31, 2020 weather dependent but unfortunately was not. This project is set to expire September 10, 2020 and Ms. Van Buren requested the Board consider a one-month extension in order to allow final receipts to be submitted.

A motion to extend the grant for 30 days to allow for the installation of the sign and reimbursement of funds

was made by Mr. Schulz and seconded by Ms. Ruch, passing unanimously.

5. Victoria Tripp – House of Handcrafters (11 N. Madison St.)

Ms. Van Buren stated the work is complete and reimbursement occurred the week of August 31, 2020.

DISCUSSION ITEMS:

6. Pop-Up Waupun Update

Information regarding the Pop-Up Waupun program was shared with the Board. The selected business owner has been informed of their selection to the program. The potential space in the Masonic Lodge building requires some repairs and will delay the start of the program. The selected business owner will be walking through the property this evening to get a better feel of space to determine needs for set-up. Because of the potential delays of the space, staff is looking into alternate locations.

7. Draft 2021 Work Plan

Ms. Van Buren stated Mr. DeJager, Ms. Despres, Ms. Ruch, and Ms. VerHage (CDA) member met on August 19, 2020 to discuss the development of the 2021 Operating Plan and budget. The group decided to keep the goal and objectives the same. A draft budget was included in the agenda packet.

8. Waupun Area Chamber of Commerce Updates

- September is National Chamber of Commerce Month. The Chamber is providing discounts on memberships and enhancements to the [gift card program](#) are being offered this month.
- Continuing to work on strategic plan for the organization.
- Developing more opportunities for non-revenue events and moving toward offering more educational opportunities with partnerships with the City and WDP.
- Garden of Herb, an online CBD retailer, a new Chamber member, is looking to occupy space within downtown.
- The City Council approved the Chamber to have mini-markets in the month of October, weather dependent.

9. Administrator Update

Administrator Schlieve provided the following updates:

- During the September CDA meeting, a visioning session will be held to help develop a framework for the future. A summary of this will be brought to a future BID meeting but BID members are also invited to participate.
- Earlier this year, the Council approved a facilities study that identified priorities for the City, specifically the senior center. The group identified a potential location for a new facility but the option for the location no longer exists. The Facilities Advisory Committee will be meeting soon to discuss other potential opportunities for the senior center.
- The banners have been installed and furnishings are being finalized. Next year's priorities for implementing the streetscaping plan will focus on planer designs, greenspace enhancements, and wayfaring signage.
- On the tourism front, the City is anticipating an 80% drop in revenues and it is expected to carry over into 2021. This puts an additional strain on the City's budget. At the same time, we need to build upon tourism efforts. The improvements the historical society has made to the Carnegie building will be an additional asset to the downtown.
- Prior to COVID, staff was working with UW-Extension Fond du Lac County to bring entrepreneurship training to the community. As a new date is determined, more information will be passed along.
- Start-Up Wisconsin week is November 8-11, 2020. During the week, many different programming opportunities will be available throughout the region. Staff is working with the Venture Center at Fox Valley Technical College to bring programming specifically geared toward entrepreneurs ages 50+.
- Staff will be working on an affordable housing resolution to carry over TIF 1 an additional year.
- Development of the 2021 continues.

ADVANCED PLANNING:

10. Potential Agenda Items

- Pop-Up Waupun Update
- Approval of 2021 Operational Plan

11. Date of Next Scheduled Meeting

The next meeting is scheduled for October 14, 2020 at 7:00 a.m.

ADJOURNMENT

The motion to adjourn was made by Ms. Ruch and seconded by Mr. Schulz passing unanimously. The meeting adjourned at 7:36a.m.

Business Improvement District Financial Statement
For the Month Ending: 09/30/20

CASH ON HAND

Prior Month Ending Balance	\$ 21,035.30
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (2,231.49)
Total Cash on Hand	<u>\$ 18,803.81</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	09/11/20	512
7/21/2020	10/21/2020	V. Tripp / House of Handcrafters	\$ 712.05	09/03/20	511
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 Hardware	Flowers & Fertilizer	\$ 436.94	508
8/21/2020	City of Waupun	Contribution to Banner Brackets	\$ 2,000.00	510
		Total Beautification Expense	<u>\$ 3,201.89</u>	

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	

CITY OF WAUPUN



2021 Business Improvement District Operational Plan

Draft

Approved by BID
10/XX/20;
Approved by
Common Council
10/X/20

THE WAUPUN BUSINESS IMPROVEMENT DISTRICT 2021 OPERATING PLAN

INTRODUCTION

In 1984, the Wisconsin legislature created Sec. 66.1109 of the Statutes enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of the law is “to allow businesses within those proposed district to develop, manage, and promote the districts and to establish an assessment method to fund these activities”. Upon petition from property owners within the Waupun Business Improvement District (hereafter “BID”), the City’s Common Council created the BID and adopted its initial operating plan in 1988.

Section 66.1109(3)(b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the operating plan. The board shall then submit the operating plan to the local legislative body for approval”. The Board of the Waupun BID submits this BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1988 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the City’s Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.1109, Wis. Stats. and the proposed changes for 2021. This plan does not repeat the background information that is contained in the initial operating plan.

DISTRICT BOUNDARIES

A calculation of the BID assessment and the original 1988 map of the district is provided in Appendix A and Appendix B.

2021 OPERATING PLAN

The goals, objectives, and strategies of the 2021 Operating Plan is provided in Appendix C. Estimated revenues and expenditures can be seen in Appendix D.

PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under §66.1109(1)(f)(4), the Operating Plan must specify how the BID promotes the orderly development of the municipality, including its relationship to any municipal master plan.

The Waupun Business Improvement District was created through private sector initiative to further city goals. The creation of the BID is consistent with the City’s plans and promotes the orderly development of the City in general and the business district in particular. This proposal is consistent with the City’s Comprehensive Plan and all other City Ordinances and Plans.

METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of December 31, 2020, the properties in the district have estimated total BID assessable

value of \$17,369.25. This plan proposes to assess the taxable property in the district at a rate of \$1.50 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for each property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of the assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for the Waupun BID

Information on specific assessed values, budget amounts, and assessment amounts are based on 2020 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

B. Excluded and Exempt Property

Wisconsin law specifies certain properties, which are exempt from the assessment, and allows the municipality to determine whether businesses operating specifically for manufacturing purposes are exempt.

- Wisconsin Statutes § 66.1109(1)(f) 1m: This section details what must be included in a Standard Operating Plan. "Whether real property used exclusively for manufacturing purposes will be specially assessed." Property used exclusively for manufacturing purposes will not be assessed.
- Wisconsin Statutes §66.1109(5)(a): "Property used exclusively for residential purposes will not be assessed."
- Wisconsin Statutes § 66.1109(5)(a): "Real property that is exempted from general property taxes under §70.11 will not be assessed." Owners of property that is exempt from the special assessment may not receive the direct financial benefits of the Business Improvement District, such as in the case of a façade improvement grant or any other grant.

Owners of property that is exempt from the special assessment may not be receive the direct financial benefits of the BID, such as in the case of the Façade Improvement Program.

CITY ROLE IN DISTRICT OPERATION

The City of Waupun is committed to helping private property owners in the district promote its development. To this end, the City has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- Provide funding to the BID for administration and promotion of the Façade Improvement Grant program, business and development recruitment, and other initiatives. This is updated on an annual basis and is reviewed each budget year.
- Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.

- Collect and disperse BID assessments to the district.
- Receive annual audits, as required per Sec. 66.1109(3)(c) of the BID law.
- Encourage partners to support the activities of the district.

BOARD MEMBERS AND STAFF

The Mayor shall appoint the members of the BID Board subject to confirmation by the Common Council. Upon confirmation, board members serve a 3-year term expiring April 30th.

The Board is comprised of six (6) representatives from the BID District and four (4) representatives at-large. The current BID Board and staff are comprised as follows:

Board Members

Type of Member	Name	Current Term Expires
At-Large Representative	Austin Armga	April 30, 2022
BID Representative	Krista Bishop (Chair)	April 30, 2023
At-Large Representative	Kate Bresser	April 30, 2023
BID Representative	Gary DeJager	April 30, 2023
BID Representative	Jan Harmsen	April 30, 2021
BID Representative	Jonathan Leonard	April 30, 2023
At-Large Representative	Jodi Mallas	April 30, 2023
BID Representative	Rich Matravers	April 30, 2022
BID Representative	Tyler Schulz	April 30, 2022
At-Large Representative	Teresa Ruch (Vice-Chair)	April 30, 2021

Staff

Name	Position
Julie Nickel	Mayor – Ex-Officio Member
Kathy Schlieve	City Administrator/Director of Economic Development
Sarah Van Buren, AICP	Community & Economic Development Coordinator
Casey Despres	Executive Director – Waupun Area Chamber of Commerce

Responsibilities of the Board include implementation of this operating plan and preparing annual reports of the District. The Board will also annually consider and make changes to the operating plan and submit the operating plan to the Common Council for approval. The Board will conduct its business consistent with the open meeting law and keep minutes as a matter of public record.

FUTURE YEARS' OPERATING PLANS

It is anticipated that the BID will continue to revise and develop the operating plan annually in response to changing development needs and opportunities in the district, in accordance with the purpose and goals in this operating plan.

Section 66.1109(3)(a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2021 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2020 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the City Common council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operation plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. The method of assessing shall not be materially altered, except with the consent of the City of Waupun.

AMENDMENT, SEVERABILITY, AND EXPANSION

The BID has been created under the authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of the statute invalid or unconstitutional, its decision will not be invalid or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID to exclude or include as assessable properties of a certain class or classes of properties, as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Se. 66.1109(3)(b)

Appendix A – Calculation of 2021 Assessed Values

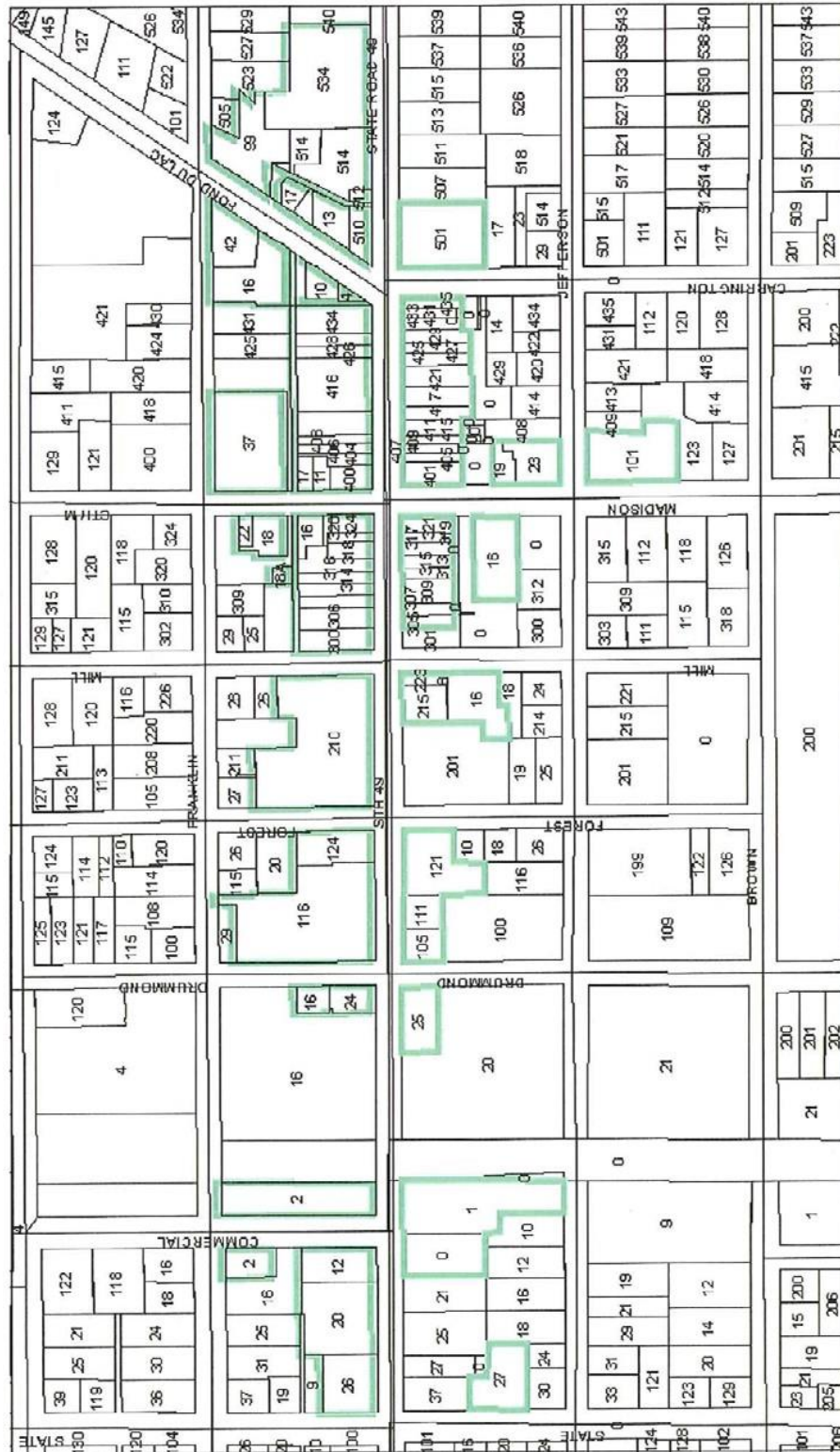
Appendix B – 1988 Original BID Map

Appendix C – 2021 Operating Plan Goals, Objectives, and Strategies

Appendix D – 2021 Budget

Appendix A – Calculation of 2021 Assessed Values

					Dodge	Fond du Lac	Total
2020 Assessed Value (Commercial Properties)					\$ 4,567,900	\$ 7,011,600	
			divided by 1,000		4,568	7,012	
			Assessment Rate		\$ 1.50	\$ 1.50	
2020 BID Assessment for 2021 BID Budget					\$ 6,851.85	\$ 10,517.40	\$ 17,369.25
2019 BID Assessment for 2020 BID Budget					\$ 6,819.00	\$ 10,468.50	\$ 17,287.50
Increase/(Decrease) in BID Budget					\$ 32.85	\$ 48.90	\$ 81.75
Increase in assessed value					21,900.00	32,600.00	54,500.00

City of Wāupun
Bid District $z \prec$

Legend

BID District

Appendix C – 2021 Operating Plan Goals, Objectives, and Strategies

Initiative	Timeframe	Cost	Assigned to	Other Involvement	Measurables
Objective 1: Be a voice for the Downtown Waupun community (Organization)					
Strategy 1: Communicate and solicit feedback from our members					
1 Review and update of Operational Plan	Summer	\$0	City	BID Board	Updated Plan
2 Serve as main contact for downtown concerns and solutions	ongoing	\$0	City	Bid Board	Complete as needed
3 Serve as main contact for downtown concerns and solutions	ongoing	\$1,000	City	Bid Board	Complete as needed
Strategy 2: Staff and Board Development					
4 Recruit, develop, and engage board members	ongoing	\$0	City	BID Board	
5 Recruit, orient, and train new board members, when applicable	ongoing	\$0	City	BID Board	Complete training, as needed
6 Attend training workshops and seminars as appropriate and required	ongoing	\$500	City	BID Board	Completed courses; report to board new ideas learned.
Strategy 3: Raise the profile of the Business Improvement District					
7 Host an annual meeting and publish an annual report, as defined by state statute	February	\$0	City	BID Board	Number of attendees and feedback on report
Objective 2: Positively market Downtown Waupun (Promotion)					
Strategy 1: Utilize various marketing methods to attract customers with disposable income					
8 Implement the latest social media trends	ongoing	\$0	City	BID Board, Waupun Area Chamber of Commerce	Implementation
Strategy 2: Market special events that will be a regional tourist draw and will create local economic impact					
9 Saturday Farmer's Market, Halloween on Main, Wine Walk, Avenue of Angels.	ongoing	\$0	City	Various event committees	Increase in attendance, participation, and economic impact
10 Promote local events such as parades, concerts and classes which take place in the downtown district.	ongoing	\$500	City	BID Board	Improved open rate; increase in Facebook reach
Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)					
Strategy 1: Work to assist property owners in renovation projects					
11 Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	ongoing	\$0	City	IGNITE	Usage of programs
Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming					
12 Continue partnership with the Fond du Lac Police, the Building Inspector, and the Department of Public Works to manage safety, parking, and aesthetic issues	ongoing	\$0	City	Police, Building Inspector, DPW	Complete as issues arise
Strategy 3: Support the implementation of elements from the Streetscaping Plan, including amenities that are visually consistent and cohesive in design with the rest of the downtown district.					
13 Continue to support the Downtown Design Guidelines and the Community Development Authority to bring design consistency to the district	ongoing	\$0	City	BID Board and CDA	Current city ordinances to support
14 Continue the Main Street and Side Street Planter Program	May	\$1,500	City	City; Farm and Home, Rens, WAHS Horticulture Students	Beautiful planters
15 Support implementation of the Downtown Streetscaping & Redevelopment Plan	Major push in spring, then ongoing	\$2,000	City	BID Board and CDA	New initiatives being implemented
Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)					
Strategy 1: Create, promote and implement financial assistance programs					
16 Work with property owners to apply, evaluate, and award Façade Improvement Grants	ongoing	\$8,000	City	BID Board	Number of inquiries and applications
17 Inform potential business and property owners on available incentive programs	ongoing	\$0	City	BID Board and Envision Greater Fond du Lac	Number of inquiries
18 Educate and keep relationships with realtors, lenders, property owners and other economic development agencies on financial programs	ongoing	\$0	City	Envision Greater Fond du Lac	Number of contacts
Strategy 2: Work to retain downtown businesses					
19 Maintain a business retention program meet with property/business owners. Identify businesses with expansion plans or succession planning needs.	ongoing	\$0	City	Waupun Area Chamber of Commerce and Envision Greater Fond du Lac	Meetings and follow thru reporting
20 Provide educational opportunities to support the growth of downtown business owners	ongoing	\$1,000	City	Waupun Area Chamber of Commerce and Envision Greater Fond du Lac	Meetings and follow thru reporting
Strategy 3: Work to attract new downtown businesses					
21 Develop a market analysis to actively pursue businesses in demand and recruit to fill current vacant properties.	ongoing	\$8,362	City	BID Board and CDA	Number of inquiries, vacancy rate
22 Follow up on leads of businesses looking to open, expand or relocate	ongoing	\$0	City	Envision Greater Fond du Lac	Number of contacts
23 Develop and implement a pop-up grant program	ongoing	\$3,000	City	IGNITE Partner organizations	
Total Proposed Expenditures		\$25,862.19			

Appendix D – 2021 Budget

(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 =====