



**A G E N D A**  
**CITY OF WAUPUN BUSINESS IMPROVEMENT**  
**DISTRICT MEETING**  
Waupun City Hall – 201 E. Main Street, Waupun WI  
Wednesday, October 09, 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 Agenda/Motion to Deviate
2. Approval of September 11, 2019 Minutes
3. Approval of September Financial Statement Review
4. Adoption of 2020 Business Improvement District Operating Plan & Budget

**DISCUSSION ITEMS:**

5. Waupun Area Chamber of Commerce Update
6. Administrator Update

**ADVANCED PLANNING:**

7. Possible Future Agenda Items
8. Date of Next Scheduled Meeting (November 13, 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, September 11, 2019 at 7:00 AM**

Committee Members Present:

Krista Bishop  
Gary DeJager  
Jan Harmsen  
John Karsten  
Rich Matravers  
Tyler Schulz

Committee Members Absent:

Jack Dunham  
Teresa Ruch  
JohnTheune  
Al Verhage

Waupun Chamber of Commerce:

Casey Despres..... Executive Director

Staff Present:

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

**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.

**1. Consider Approval of the Following Agenda Items**

- A. Approval of August 14, 2019 Minutes
  - I. A motion to approve the August 14, 2019 minutes was made by Ms. Harmsen and seconded by Mr. Matravers, passing unanimously.
- B. August Financial Statement
  - I. A motion to approve the August financial statement was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously.

**2. Prior Outstanding Applications**

- A. Ms. Van Buren stated Tana Barsch, Our Bar, completed the procurement and installation of new sleeves to reflect the new logo on the signage. A reimbursement request has been submitted and will be reflected on future financial statements.

**3. Discussion Items**

- A. BID Operating Plan Update

- I. Ms. Van Buren stated Mr. Rohn Bishop and Ms. Ruch, Ms. Despres, Mr. DeJager met on August 28, 2019 to discuss the development of the 2020 Operating Plan and budget. A draft of the proposed objectives and strategies were included in the agenda packet.
  - II. The Board requested the subcommittee review the proposed goals and assign funds for consideration at the next meeting.
- B. Review of Ordinance Pertaining to the BID
- I. In previous meetings, there has been a lot of discussion as to what types of projects are being submitted for consideration. As part of the agenda packet, a copy of the "Central Business District Design Guidelines" from Chapter 25 of the municipal code was distributed. Staff reminded the group that these guidelines should be considered when review applications submitted for consideration from this group.
- C. Chamber of Commerce Update
- I. Ms. Despres stated the development of the Chamber's Strategic Plan has begun.
  - II. Important dates and events were discussed:
    - Halloween on Main will be October 26, 2019 from 2-4pm. If businesses are interested in participated, please notify Ms. Despres.
    - Family Feud Game Night will be November 7, 2019
    - Starting in November the Chamber will be assisting businesses to stay open later on Thursdays to help promote shopping local during the holiday season.
    - Small Business Saturday will be November 30, 2019.
    - Planning for Avenue of Angels has begun.
  - III. Ms. Despres has started visiting all businesses in the community and hopes to have that wrapped up by the end of the year.

*Mr. Matravers left the meeting at 7:47a.m.*

- D. Administrator Report
- I. The 2020 budget process for the City has begun.
  - II. Staff was informed by the Wisconsin Historical Society that the City should know by mid-October the decision of the National Park Service regarding the National Historic Commercial District designation.
  - III. A monthly Mastermind group will be starting based on the success of the first Mastermind event held at the beginning of the month. Each month will concentrate on a different business topic and is open to all businesses in Waupun.
  - IV. The members of the Community Development Authority discussed at their August meeting potential targeted redevelopment projects and how to best utilize their statutory authority.
  - V. An update on the streetscaping efforts in downtown were discussed. The mural has been installed but due to construction installation of other streetscaping, elements have been delayed due to construction. Tweaks are also being made to the banners due to the recent historic district designation. Next year additional elements like a self-serve visitor kiosk, and its placement, will be considered.
  - VI. There is been a lot of discussion regarding regional economic development partnerships. Currently the City is aligned with

Envision Greater Fond du Lac, but staff is also looking to see if alignment with MadRep or Thrive makes better sense.

- VII. At the August 13, 2019 Council meeting, a contract with Cedar Corporation was approved to conduct a housing study and needs analysis. As part of their work, input will be sought from business stakeholders to give the City a better sense of workforce housing needs. Cedar Corporation will be in Waupun on September 17, 2019 to start interviewing stakeholders and partners.

#### **4. Advanced Planning**

- A. Possible future agenda items
  - I. Approval of 2020 Operational Plan
- B. Date of next schedule meeting
  - I. The next meeting is scheduled for October 9, 2019

#### **5. Adjourn**

The motion to adjourn was made by Mr. DeJager and seconded by Mr. Schulz, passing unanimously. The meeting adjourned at 7:57.a.m.

DRAFT

**CASH ON HAND**

Prior Month Ending Balance	\$ 11,152.28
Plus Current Month Deposits	\$ -
Less Current Month Expenses	\$ (1,592.59)
<b>Total Cash on Hand</b>	<b>\$ 9,559.69</b>

**BUILDING IMPROVEMENT GRANT EXPENSES**

2019 Budget	\$ 12,912.35
Plus Carryover of Prior Year Funds	\$ 3,106.82
Less Approved Grants	\$ (6,968.00)
<b>Grant Funds Available for Distribution</b>	<b>\$ 9,051.17</b>

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	8/16/2019	502
7/15/2019	N/A	VanBuren, Sarah-reimbursement	\$ 15.16	7/15/2019	501
7/10/2019	10/10/2019	Weaving It Up To You	\$ 287.50	8/26/2019	503
8/14/2019	11/14/2019	Our Bar	\$ 1,305.09	9/4/2019	504
			\$ -		
		<b>Total Approved Grants</b>	<b>\$ 6,968.00</b>		

**BEAUTIFICATION EXPENSES**

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

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
			\$ -	
		<b>Total Beautification Expense</b>	<b>\$ 991.48</b>	

**MARKETING & PROMOTION EXPENSES**

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

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
		<b>Total Marketing &amp; Promo Expense</b>	<b>\$ 2,500.00</b>	

CITY OF WAUPUN



# 2020 Business Improvement District Operational Plan

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Draft

9/16/19

**THE WAUPUN BUSINESS IMPROVEMENT DISTRICT**  
**2020 OPERATING PLAN**

**I. 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 2020. This plan does not repeat the background information that is contained in the initial operating plan.

**II. DISTRICT BOUNDARIES**

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

**III. 2020 OPERATING PLAN**

A. Plan Objectives, Strategies, and Expenditures (see Appendix C)

The objectives, as well as activities and expenditures, of the BID for 2020 is provided in Appendix C.

**IV. 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.

## V. METHOD OF ASSESSMENT

### A. Assessment Rate and Method

As of December 31, 2019, the properties in the district have estimated total BID assessable value of \$17,287.50. 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 2019 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 receive the direct financial benefits of the BID, such as in the case of the Façade Improvement



Program.

## VI. 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 a Façade Improvement Grant program, business and development recruitment, and other initiatives. This is 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.

## VII. BOARD MEMBERS AND STAFF

### A. Board Members

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 30<sup>th</sup>.

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
BID Representative	Krista Bishop (Chair)	April 30, 2020
BID Representative	Gary DeJager	April 30, 2020
At-Large Representative	Jack Dunham	April 30, 2021
BID Representative	Jan Harmsen	April 30, 2021
BID Representative	John Karsten	April 30, 2020
BID Representative	Rich Matravers	April 30, 2022
BID Representative	Tyler Schulz	April 30, 2022
At-Large Representative	Teresa Ruch (Vice-Chair)	April 30, 2021
At-Large Representative	John Theune	April 30, 2022
At-Large Representative	Al Verhage	April 30, 2020

### Staff/Other

Julie Nickel, *Mayor – Ex-Officio Member*

Kathy Schlieve, *City Administrator/Director of Economic Development*

Sarah Van Buren, *Community & Economic Development Coordinator*

Casey Despres, *Waupun Area Chamber of Commerce Executive Director*

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.

## **VIII. 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 2020 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2019 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.

## **IX. 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 this statute invalid or unconstitutional, its decision will not invalidate 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 so as to exclude or include as assessable properties of a certain class or classes of properties, then this BID operating plan may be amended by the City of Waupun Common Council 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 Sec. 66.1109(3)(b), Wis. Stats.

**Appendix A – Calculation of 2020 Assessed Values**

**Appendix B – 1988 Original BID District Map**

**Appendix C – Plan Objectives, Strategies, and Expenditures (see Appendix C)**

## Appendix A – Calculation of 2020 Assessed Values

	Dodge	Fond du Lac	Total
2019 Assessed Value (Commercial Properties)	\$ 4,546,000	\$ 6,979,000	
divided by 1,000	4,546	6,979	
Assessment Rate	\$ 1.50	\$ 1.50	
2019 BID Assessment for 2020 BID Budget	\$ 6,819.00	\$ 10,468.50	\$ 17,287.50
2018 BID Assessment for 2019 BID Budget	\$ 6,672.00	\$ 10,543.50	\$ 17,215.50
Increase/(Decrease)	\$ 147.00	\$ (75.00)	\$ 72.00

### Assessments by BID District

District / Category / Class or Use	Parcel Counts*		Acres	Market Values			Assessed Values		
	Land	Impts		Land	Improvements	Total	Land	Improvements	Total
BID	37	33	6.137	\$627,000	\$3,919,000	\$4,546,000	\$627,000	\$3,919,000	\$4,546,000
Commercial	34	33	5.814	\$627,000	\$3,919,000	\$4,546,000	\$627,000	\$3,919,000	\$4,546,000
Exempt	3	0	0.323	\$0	\$0	\$0	\$0	\$0	\$0
Exempt local	3	0	0.323	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total for all bid districts*</b>	<b>37</b>	<b>33</b>	<b>6.137</b>	<b>\$627,000</b>	<b>\$3,919,000</b>	<b>\$4,546,000</b>	<b>\$627,000</b>	<b>\$3,919,000</b>	<b>\$4,546,000</b>

### Assessments by BID District

District / Category / Class or Use	Parcel Counts*		Acres	Market Values			Assessed Values		
	Land	Impts		Land	Improvements	Total	Land	Improvements	Total
BID	47	46	10.049	\$1,009,000	\$6,020,000	\$7,029,000	\$1,009,000	\$6,020,000	\$7,029,000
Residential	1	1	0.043	\$4,500	\$45,500	\$50,000	\$4,500	\$45,500	\$50,000
Commercial	46	45	10.006	\$1,004,500	\$5,974,500	\$6,979,000	\$1,004,500	\$5,974,500	\$6,979,000
<b>Total for all bid districts*</b>	<b>47</b>	<b>46</b>	<b>10.049</b>	<b>\$1,009,000</b>	<b>\$6,020,000</b>	<b>\$7,029,000</b>	<b>\$1,009,000</b>	<b>\$6,020,000</b>	<b>\$7,029,000</b>

# Appendix B - 1988 Original BID District Map

## City of Waupun Bid District



**Legend**  
 Bid District

## Appendix C – Plan Objectives, Strategies, and Expenditures

Initiative	Timeframe	Cost	Assigned to	Other Involvement	Measurables	
<b>Objective 1: Be a voice for the Downtown Waupun community (Organization)</b>						
<b>Strategy 1: Communicate and solicit feedback from our members</b>						
1	Review and update of Operational Plan	Summer	\$0.00	City	BID Board	Updated Plan
2	Serve as main contact for downtown concerns and solutions	ongoing	\$0.00	City	Bid Board	Complete as needed
<b>Strategy 2: Staff and Board Development</b>						
3	Recruit, develop, and engage board members	ongoing	\$0.00	City	BID Board	
4	Recruit, orient, and train new board members, when applicable	ongoing	\$0.00	City	BID Board	Complete training, as needed
5	Attend training workshops and seminars as appropriate and required	ongoing	\$500.00	City	BID Board	Completed courses; report to board new ideas learned.
<b>Strategy 3: Raise the profile of the Business Improvement District</b>						
6	Host an annual meeting and publish an annual report, as defined by state statute	February	\$0.00	City	BID Board	Number of attendees and feedback on report
<b>Objective 2: Positively market Downtown Waupun (Promotion)</b>						
<b>Strategy 1: Utilize various marketing methods to attract customers with disposable income</b>						
7	Implement the latest social media trends	ongoing	\$0.00	City	BID Board, Waupun Area Chamber of Commerce	Implementation
<b>Strategy 2: Market special events that will be a regional tourist draw and will create local economic impact</b>						
8	Saturday Farmer's Market, Halloween on Main, Wine Walk, Avenue of Angels.	ongoing	\$0.00	City	Various event committees	Increase in attendance, participation, and economic impact
9	Promote local events such as parades, concerts and classes which take place in the downtown district.	ongoing	\$500.00	City	BID Board	Improved open rate; Increase in Facebook reach
<b>Objective 3: Improve the aesthetic/visual appeal of Downtown Waupun (Design)</b>						
<b>Strategy 1: Work to assist property owners in renovation projects</b>						
10	Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	ongoing	\$0.00	City	IGNITE	Usage of programs
<b>Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming</b>						
11	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	\$0.00	City	Police, Building Inspector, DPW	Complete as issues arise
<b>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.</b>						
12	Continue to support the Downtown Design Guidelines and the Community Development Authority to bring design consistency to the district	ongoing	\$0.00	City	BID Board and CDA	Current city ordinances to support
13	Continue the Main Street and Side Street Planter Program	May	\$1,500.00	City	City, Farm and Home, Rens, WAHS Horticulture Students	Beautiful planters
14	Installation of new banners, benches, and trash receptacles	Major push in spring, then ongoing	\$2,000.00	City	BID Board and CDA	New initiatives being implemented
<b>Objective 4: Attract, retain, and facilitate development of a unique mix of sustainable businesses in coordination with the City and CDA (Economic Vitality)</b>						
<b>Strategy 1: Create, promote and implement financial assistance programs</b>						
15	Work with property owners to apply, evaluate, and award Façade Improvement Grants	ongoing	\$8,000.00	City	BID Board	Number of inquiries and applications
16	Inform potential business and property owners on available incentive programs	ongoing	\$0.00	City	BID Board and Envision Greater Fond du Lac	Number of inquiries
17	Educate and keep relationships with realtors, lenders, property owners and other economic development agencies on financial programs	ongoing	\$0.00	City	Envision Greater Fond du Lac	Number of contacts
<b>Strategy 2: Work to retain downtown businesses</b>						
18	Maintain a business retention program meet with property/business owners. Identify businesses with expansion plans or succession planning needs.	ongoing	\$0.00	City	Waupun Area Chamber of Commerce and Envision Greater Fond du Lac	Meetings and follow thru reporting
<b>Strategy 3: Work to attract new downtown businesses</b>						
19	Develop a market analysis to actively pursue businesses in demand and recruit to fill current vacant properties.	ongoing	\$9,847.19	City	BID Board and CDA	Number of inquiries, vacancy rate
20	Follow up on leads of businesses looking to open, expand or relocate	ongoing	\$0.00	City	Envision Greater Fond du Lac	Number of contacts
21	Continue to be an organizational partner in IGNITE! Business Success	ongoing	\$1,500.00	City	IGNITE Partner organizations	
22	Develop and implement a pop-up grant program	ongoing	\$3,000.00	City	IGNITE Partner organizations	
		<b>Total Expenses</b>	<b>\$26,847.19</b>			