



A G E N D A
CITY OF WAUPUN CDA COMMITTEE MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, February 20, 2024 at 7:45 AM

The Waupun Community Development Authority will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

Virtual: <https://us02web.zoom.us/j/84949639125?pwd=YWt0R015Z09wN3E5Q1o0WDFpclhrZz09>

Meeting ID: 849 4963 9125

Passcode: 757382

Phone: 312 626 6799 US (Chicago)

CALL TO ORDER

ROLL CALL

CONSENT AGENDA

- [1.](#) Approve CDA Minutes from January 16, 2024
- [2.](#) Approve Revised Minutes from November 21, 2023 CDA Meeting
- [3.](#) Approve CDA Financials for January 2024

CONSIDERATION - ACTION

- [4.](#) Consider Application for 16 Fond du Lac St (Waupun Gymnastics)
- [5.](#) Approve Mural Design at 417 E Main Street

CONSIDERATION - ACTION

- [6.](#) Nominations for Waupun Business Alliance Awards
- [7.](#) Identify Date for Kick Start Workshop for Design WI Implementation
- [8.](#) City 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 CDA COMMITTEE MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, January 16, 2024 at 7:45 AM

Meeting called to order by Chairperson Mayor Bishop at 7:46 a.m.

Roll Call taken. Present are Mayor Bishop, Gary DeJager, Sue Vandenberg, and Bobbi Jo Kunz, Cassandra VerHage. Absent and excused were Derek Drews and Jill Vanderkin. Also present Administrator Schlieve, Assistant Administrator Langenfeld (online), Jason Whitford (online).

Motion DeJager, second Kunz to approve minutes from December 19, 2023 CDA Meeting. Carried unanimously.

Motion Kunz, second VerHage to approve December 2023 CDA financials. Carried unanimously.

Madeline Gantner is presented online from Madeline Clothing Company, a business submitting a grant application for exterior façade improvements for 425 E Main St (Madeline Clothing Company). Madeline is locating in this building with the support of BID's new business attraction grant. The project includes paint, façade brick work, lighting and signage. Grand opening for the business is planned for March 21 through 23.

Administrator Schlieve presents that overall framework for creation of a revolving loan fund and indicates that a number of decisions will need to be made to finalize a program, including determining eligible expenditures, loan limits, interest rates, loan terms, etc. A recommendation is made by Schlieve to form an adhoc committee that works to define program guidelines for consideration by the full CDA board. Motion DeJager, second Vandenberg to have a mayoral appointed adhoc committee with at least one banker that meets to finalize program guidelines. Carried unanimously.

The Design Wisconsin report is included in draft form and members are asked to review and provide feedback to staff. Administrator Schlieve discussed next steps, indicating that students from WASD have been reengaged in the process and are going to present the work at the Business Alliance Annual dinner on March 28. A kick-start process will be introduced to increased community engagement at that meeting. Schlieve discusses importance of business owner involvement in project selection to plan for 2026 capital expenditures, which is the one of the final years of expenditure for TID 3.

Administrator Schlieve provides updates on the following items:

- 514 E Main sale closed last Friday. Hoya Hop House Brewing, a brewpub is beginning renovations in the space. The city is still pending award outcomes from WEDC CDI grant on the project. Owners anticipate opening late summer.
- Schlieve notes that there is a large amount of activity from businesses looking to locate in the downtown and space continues to be a challenge.
- Staff are working to define sale terms of current senior center. Construction of the new community/senior center facility is on schedule with an anticipated opening of October 2024. There is a general discussion about if the city should retain the building for the purpose of public restrooms in lieu of building seasonal restrooms in the downtown greenspace. Schlieve indicates that the economic development committee will take this feedback into consideration as they work to determine the future of the space.
- A grant to the Fond du Lac Area foundation was submitted in collaboration with WASD for INCubator.edu curriculum. Schlieve notes that this is an important part of building and strengthening the entrepreneurial ecosystem. Curriculum will be implemented in fall of 2024 and the school will be seeking business mentors from the community to work with teams of students.

- Schlieve notes that the design of food truck alley is underway and that the group is exploring the inclusion of a digital kiosk along with art installations in the space.
- Other priorities staff are working on include housing, childcare and industrial park expansion.

Motion DeJager, second Vandeberg to approve a façade improvement grant for Madeline Clothing Company at 425 E Main St in the amount of \$589.37 as presented. Carried unanimously.

Motion DeJager, second Vandeberg to adjourn meeting at 8:15 am. Carried unanimously.



REVISED MINUTES
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, November 21, 2023 at 7:45 AM

Meeting called to order at 7:45 a.m. by Chairperson, Mayor Rohn Bishop.

Roll Call taken. Present are Mayor Bishop, Gary DeJager, Sue Vandeberg, Derek Drews, Jill Vanderkin and Bobbi Jo Kunz, Cassandra VerHage. Also present Administrator Schlieve, Assistant Administrator Langenfeld (online), Jason Whitford (online), Renee Hickman (online).

Motion DeJager, second Kunz to approve the consent agenda, including October 2023 financials and minutes from October 17, 2023 CDA meeting. Carried unanimously.

Review prior outstanding applications. Administrator Schlieve explains that Broken Threads application is delayed by issues with a contractor who has not returned to complete the work. Motion Vanderkin, second Vandeberg to extend grant deadline through December 31, 2023. Carried unanimously.

Administration Schlieve explains the application for 313 E Main Street (Radio Plus / Echos of the Past) and the businesses that will occupy the space. General discussion on support of interior improvements and wanting to shift focus back to support of exterior only improvements in accordance with grant guidelines. Motion Vanderkin, second Drews to table the application request until the CDA can obtain more information from the property owner about proposed improvements. Carried unanimously.

Renee Hickman explains the sign project being done for her business at 25 W Main Street (Advanced College of Cosmetology). Motion Vandeberg, second VerHage to approve a matching grant of ~~\$2,000~~ \$4,787.07 in support of the proposal. Carried unanimously.

General discuss on 2024 CDA Grant program guidelines. Determination that the program guidelines should remain focused on exterior improvements and that a future revolving loan fund program could be used to support interior improvements. Administrator Schlieve is recommending the addition of pictures of final improvements be submitted with receipts for reimbursement. Also discussed the need to better communicate the program opportunities, with indication that many businesses are unaware of the opportunity to make improvements using these funds.

Discussion of Revolving Loan Fund Program centered around support of interior improvements as mentioned in previous agenda item. Administrator Schlieve notes that staff are working on program design and that more information will be available for review in quarter one of 2024.

Administrator Schlieve notes that BID is supporting IceFest with a \$500 donation to market the event.

Administrator Schlieve provides a brief update of the creative economy and how it could benefit Waupun, relative to pulling together streetscaping, art installations, and overall economic development efforts. Discussion on the idea of hosting a Creative Economy Summit. Determination made to ask Anne Katz the Executive Director of Create Wisconsin to attend a future CDA meeting to explain the program.

Administrator Schlieve provides an update. City budgets have been approved. The BID rate is increased to \$1.85 per the recommendation of this BID Board, which is offset by a marginal reduction in the city's mill rate overall. A \$200K CDI grant has been submitted to WEDC for redevelopment of 514 E Main St. This project is also supported by a grant from the CDA and a Revolving Loan from Fond du Lac County. The City is working with neighboring jurisdictions on housing needs and are working on a redevelopment plan for 331 Bly St for the purpose of expanded housing. The Fire Staffing study is nearing completion. Finally the city will have a senior from UW

Madison working with us on a capstone project with a focus on advancing work of the Design WI/placemaking work that begin in the fall.

Motion DeJager, second Drews to adjourn the meeting at 8:32 am. Carried unanimously.



CDA Financial Statement

For the Month Ending:

1/31/2024

BUDGET

REVENUE	\$ 251,642
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EXPENSE	Budget Amt	YTD Actual	Balance
WAGES	\$ 14,958	\$ (862)	\$ 14,096
PROFESSIONAL SERVICES/AUDIT FEES	\$ 3,000	\$ -	\$ 3,000
DEBT PAYMENTS	\$ 33,000	\$ -	\$ 33,000
PAYOUT FOR 2023 PROJECTS	\$ 10,000	\$ (5,000)	\$ 5,000
TARGETED REINVESTMENT	\$ 100,000	\$ -	\$ 100,000
FOOD TRUCK ALLEY MATCHING	\$ 70,000	\$ -	\$ 70,000
FAÇADE IMPROVEMENT PROJECTS	\$ 100,000	\$ -	\$ 100,000
TOTAL EXPENSE	\$ 330,958	\$ (5,862)	\$ 325,096

AVAILABLE PROJECT FUNDS

IMPROVEMENT PROJECTS	\$ 99,411
TARGETED INVESTMENTS	\$ -
CARRYOVER FUNDS PRIOR YEAR(S)	\$ 77,777
REINVESTMENT PROJECTS	\$ 70,000
	\$ 247,188

REINVESTMENT ACTIVITY	Funds Disbursement Date	AMOUNT
FOOD TRUCK ALLEY MATCHING FUNDS		\$ 70,000
		\$ 70,000

GRANTS APPROVED	Funds Disbursement Date	\$	110,000
BROKEN THREADS 2023	1/24/2024	\$	5,000
STATE FARM 2023	12/20/2023	\$	5,000
MADLINE CLOTHING 2024		\$	589
		AVAILABLE IMPROVEMENT PROJECT FUNDS	\$ 99,411

GRANTS - TARGETED INVESTMENTS	Funds Disbursement Date	\$	139,300
GYSBER'S JEWELRY 2023		\$	39,300
BREWERY 2023		\$	100,000
		AVAILABLE TARGETED IMPROVEMENT PROJECT FUNDS	\$ -

GRANTS - CARRYOVER FUNDS	Funds Disbursement Date	\$	77,777
		AVAILABLE IMPROVEMENT PROJECT FUNDS	\$ 77,777

**Waupun Community Development Authority
Downtown Revitalization Grant Application**

Applicant Name: Emily Engelhardt
Applicant Address: 111415 Hawthorn Dr. Waupun
Phone: 791-0009 Fax: — Email: Waupungymnastics@gmail.com
Name of Business/Property: Waupun Gymnastics Club, Inc.
Property Address: 112 Fond du Lac St. Waupun
Property Use: youth gymnastics facility

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: _____
Phone: _____ Email: _____
Property Owner Address _____
Property Owner Signature: _____ Date _____
Expiration Date of Current Lease Agreement: _____ Owner Initials _____

Project Summary: (Provide a brief project summary)

After the building purchase & extensive interior renovation 2 years ago, we have intended to replace and update the old broken front doors and awning but have not had the funds. Door will be same size but new, awning will be larger & wider, made of metal.

Estimated Start Date: March 1, 2024 Estimated Completion Date: April 30, 2024

City Building Inspector Approval: _____ Date: _____

Required Attachments:

- Cost Estimates
- Project plan(s) drawn to ¼-inch scale, if applicable
- Current photo(s) of property
- Paint color(s) or material sample(s), if applicable

Project Budget:

Projects located in the Business Improvement District: (CDA will consider non-BID covered expenses only)

Did you apply for BID's Façade Improvement Grant? Yes No

If yes, BID Meeting Date: 2/20/24 BID Grant Awarded: \$ _____

Total Estimated Cost of Application: \$ 10,730⁻

Total CDA Grant Request: \$ 4,365 (50% of non-BID covered expenses)

Release of Information:

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA 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 CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name (print): Emily Engelhardt

Applicant Signature: emily engelhardt

Date: 2/7/24

Submit application and attachments to:

Waupun Community Development Authority – City of Waupun
201 E. Main Street, Waupun WI 53963
Kathy@cityofwaupun.org

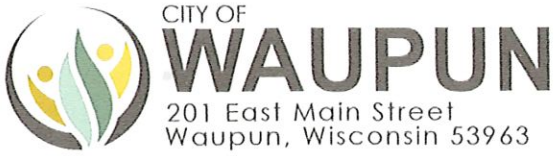
City Staff Use Only:

Date application received: _____

Application reviewed for completeness by _____ (initials). Date: _____

Property reviewed for delinquency by _____ (initials). Date: _____

Applicant notified of scheduled CDA meeting by _____ (initials). Date: _____



**Waupun Community Development Authority
Downtown Revitalization Grant Application**

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: _____

Phone: _____ Email: _____

Property Owner Address _____

Property Owner Signature: _____ Date _____

Expiration Date of Current Lease Agreement: _____ Owner Initials _____



1/4/24

Waupun Gymnastics
Emily Engelhardt
16 Fond du Lac St
Waupun, WI 53963

Quote: 1/4/24 -1

Emily,

Please consider the following quotation for an Awning at 16 Fond du Lac St:

- Build a 15' long x 4' wide all Steel Awning
 - 1 1/4" steel angle iron frame work (painted black) and will be anchored to cement block
 - Black 28g pole barn steel for roof
 - Black corner/eve trim
 - Black roof to wall flashing cut into brick and seal
 - Sealed 2x4 wood purlins painted black
- All materials will be purchased by Andy Tesch
- All building permits will be provided by **Waupun Gymnastics**
- If plans or build change along the way, price subject to change

Price: \$2,750.00

Tentative Completion: April 30th

Terms: Due Upon Completion

Quote valid for 10 Days

**Andy Tesch – W11279 Olden Rd – Ripon, WI 54971
Cell: 920-229-7800 Email: teschconstruct@gmail.com**

Emily Engelhardt

Andrew Tesch



N7171 Raceway Road
 Beaver Dam, WI 53916
 Phone: (920)887-3757
 Fax: (920)887-3338

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 Federal Tax ID: 39-1612115

P/O#:
 Taken By: Jeff
 Installer:
 SalesRep: Jeff

Cust State Tax ID:
 Cust Fed Tax ID:
 Ship Via:
 Adv. Code:PC

Quote: Q004561
Date: 2/9/2024

Bill To: EMIENG

Sold To: EMIENG

EMILY ENGELHARDT
 W11415 HAWTHORNE DRIVE
 WAUPUN, WI 53963

BUILDING
 16 FOND DU LAC ST.
 WAUPUN, W 53963

(920) 791-0009

Qty	Part Number	Description	Sell	Total
1	MISC	Furnish & install a commercial aluminum front entrance & 6 aluminum non-operable windows.	\$0.00	\$0.00
1	MISC	Front entrance doors.	\$7,980.00	\$7,980.00
1	MISC	6 commercial fixed windows.	\$4,255.00	\$4,255.00

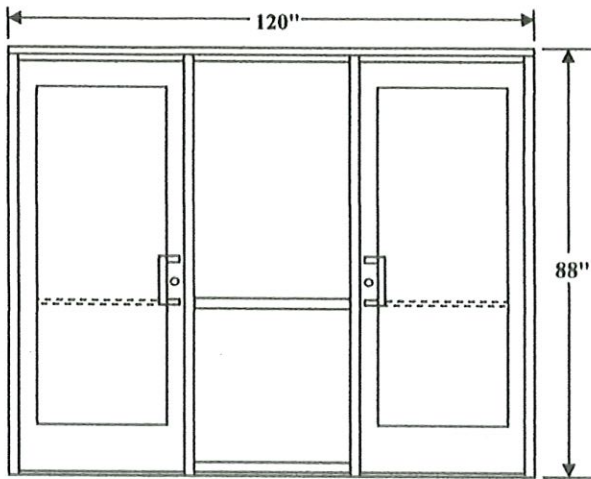
Please see attached for details.

NET 30

Sub Total: \$12,235.00

Total: \$12,235.00

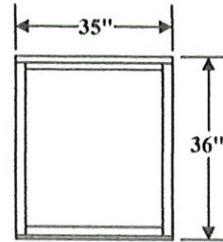
CONTRACT WITH HOMETOWN
GLASS & IMPROVEMENT, INC.



(1 of)

Exterior

- 2" x 4 1/2" Aluminum Frame
- Top Receptor, Subsill w/End Dams
- 3-0 x 7-0 Medium Stile Aluminum Doors
- 10" Bottom Rail
- Clear Anodized Finish
- Tubular Push - 10" Offset Pulls
- 1/2" ADA Threshold
- LCN 4040XP Heavy Duty Closers
- ABH Heavy Duty Continuous Hinges
- Maximum Security Locks w/Thumb-Turn
- 1" Clear Tempered Insulated Glass w/Low-e
- Full Weather-Stripping w/Sweep
- Perimeter Caulk



(6 of)

Exterior

- 2" x 4 1/2" Thermally Broken Aluminum Frames
- Top Receptor, Subsill w/End Dams & Insulated Jamb
- Clear Anodized Finish
- 1" Clear Tempered Insulated Glass w/Low-e
- Perimeter Caulk

City of Waupun Vibrant Spaces Concepts from Streetscape Plan



Paint by Number Mural



String Lights between buildings and along roof edge



Movie Night



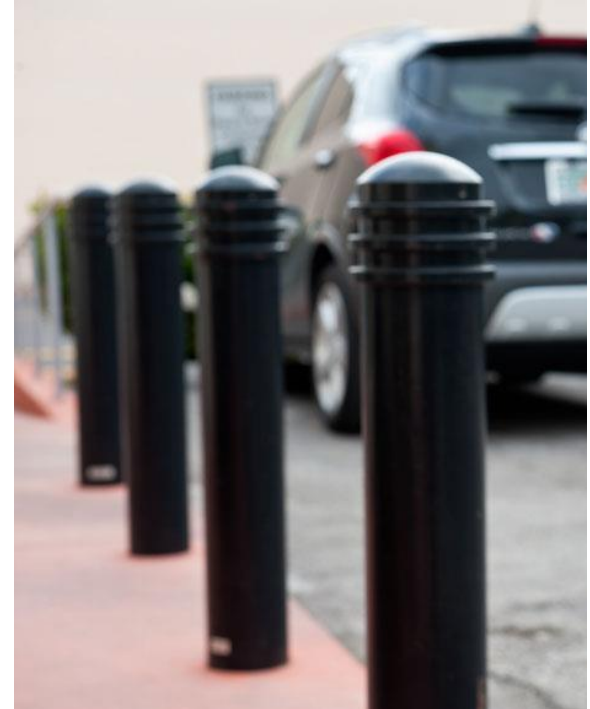
Pave/Hard Surface Improve ADA



Temporary "Pop Up" Park Space in Downtown Wisconsin Dells, WI (includes planters with trees, string lights, variety of moveable seats, pop-up tents, etc.)



Biergarten in Madison, WI (includes picnic tables, string lights, kids sandbox, cornhole, etc.)



Bollards for Safety

Proposed Mural Design to Locate on East Wall of 417 E Main St (Stone & Suede) in proposed Food Truck Alley.

Proposed Design



Color Scheme of Design





AGENDA SUMMARY SHEET

MEETING DATE: 2/20/24
AGENDA SECTION: DISCUSSION/ACTION
PRESENTER: Schlieve

TITLE: Nominations for Waupun Business Alliance Awards

DEPARTMENT GOAL(S) SUPPORTED <i>(if applicable)</i>	FISCAL IMPACT
Economic Vitality	--

ISSUE SUMMARY:

The Waupun Business Alliance is asking the BID to recognize the best economic development projects of 2023. Following are categories that I am looking for nominations for:

- Best BID Redevelopment
- Best Façade Improvement
- Best Community Development

Following is a list of projects the CDA supported for your consideration.

GRANTS APPROVED	Funds Disbursement Date	\$	40,000
WEAVING IT UP TO YOU! - cancelled		\$	-
WIND & UNWIND	10/31/2023	\$	5,000
BROKEN THREADS		\$	5,000
K'S BOUTIQUE	11/21/2023	\$	509
JUDSON'S	10/31/2023	\$	4,742
MAEDOX TAX & ACCOUNTING	10/31/2023	\$	3,163
STATE FARM		\$	5,000
EDWARD JONES	12/20/2023	\$	2,360
B&B PLUMBING	12/20/2023	\$	5,000
GAPPA PROPERTIES	11/30/2023	\$	5,000
KARSTEN REAL ESTATE	11/21/2023	\$	3,800
JOHN GREY INS	12/20/2023	\$	5,000
AVAILABLE IMPROVEMENT PROJECT FUNDS		\$	(774)

GRANTS - TARGETED INVESTMENTS	Funds Disbursement Date	\$	53,971
GYSBER'S JEWELRY		\$	39,300
MSA EAST PLAZA	2/14/2023	\$	3,500
CEDAR CORPORATION	12/20/2023	\$	7,096
CEDAR CORPORATION	12/28/2023	\$	990
AVAILABLE IMPROVEMENT PROJECT FUNDS		\$	3,085

GRANTS - CARRYOVER FUNDS	Funds Disbursement Date	\$	79,374
WEE CARE DAYCARE	10/31/2023	\$	30,000
AVAILABLE IMPROVEMENT PROJECT FUNDS		\$	49,374

Please come prepared to discuss. The awards dinner will be held on March 28 and I would appreciate if all BID Board members would plan to attend.

To register <https://web.envisiongreaterfdl.com/events/WaupunBusiness%20Alliance%20Annual%20Banquet-9919638/details>



Business Improvement District

2023 ANNUAL REPORT

2023 GOALS:

- Be a voice for the downtown business community
- Promote the downtown as a destination
- Beautification of downtown
- Attract, retain and expand business mix consistent with market analysis

Grant Awards:

- 15 business
- > \$26,000 awards
- >\$575,000 private investment

RENOVATION OF 312 E. MAIN ST



BEFORE



AFTER

Beautification:

- Summer Planters
- Winter/Holiday Planters



Promotion:

- Inspire Magazine (Waupun editorial feature)
- Marketing First Annual Ice Fest (2024 event)



Placemaking:

- Support Vibrant Spaces Grant (Food Truck Alley)
- Design WI Visioning / Planning

