

**Approved 8/21/18**

1. 8:00 A.M. Opening Items

1.1. Call to order at 8:00 A.M.

1.2. Present on Roll Call: Jill Vanderkin, Nancy Vanderkin, Mayor Julie Nickel, Sue VandeBerg, Cassandra VerHage  
Member John Karsten arrives after roll call.  
Members not present: Derek Drews  
Administration Present: City Administrator/Director of Economic Development  
Kathy Schlieve, City Attorney Dan VandeZande, Management Analyst Intern  
Tyler Styrzl, Accountant Michelle Kast  
Audience Present: Kate Bresser of Gysbers Jewelry, Mike Mueller of Automatic Transmission Specialist, and Stephen Tremlett, MSA Professional Services

1.3. Recognition of Mayoral Appointment of Council Members and Citizens to the CDA – Council member Nancy Vanderkin recognized

1.4. Appointment of Vice President of the CDA  
Action: Motion N. Vanderkin, second by J. Vanderkin to appoint John Karsten Vice President.

1.5. Designation of the CDA meeting day and time – Day and time will be kept the same, the third Tuesday of the month at 8AM.

2. Consider approval of the following agenda items

2.1. Minutes for April 17, 2018

Action: Motion N. Vanderkin second by J. Vanderkin to approve the minutes.  
Motion carried 5:0.

2.2. Financial Reports for May 2018

3. Discussion Items

3.1. Outstanding Grant Applications – Schlieve reviewed:

1. Randa Strook, Roadside Relics – No action yet, the closing has not occurred, recommends a 6 month extension.  
2. Jeff Collien – Project is progressing but ran into plumbing problems and difficulty obtaining contractors, awning was made wrong, remaking it now, the BID Board extended to the end of July, recommends the CDA consider the same.  
Action: Motion J. Vanderkin, second by VandeBerg to approve a 6 month extension for Randa Strook/Roadside Relics and extend Jeff Collien's grant application to the end of July. Members vote 5-0 on roll call.

Arrival of Karsten at 8:08AM.

3.2. New Grant Applications

3.2.1. Automatic Transmission Specialist, 510 E. Main

1. Mike Mueller was present to review his grant application which includes joint repair, tuck pointing and chimney repair at an estimated cost of \$5,300.
2. BID approved a \$2,000 grant. A \$1,650 grant is requested.

3.2.2. Gysbers Jewelry, 305 E. Main

1. Kate Bresser was present to review her grant application which includes redoing the store front, recarpeting and putting in new ceiling/paint in the interior. Estimated cost is \$47,342.80. An additional \$5,000-\$7,000 in expenses are anticipated, on top of what was submitted. Predicted start date is July.
2. Schlieve reports that this is a catalyst project that sparks others and recommends the CDA consider a grant larger than the \$5,000 max.

4. Consider convening in closed session

4.1. Pursuant to State statute Section 19.85(1)(e) to deliberate on the investing of public funds within TIF 3

Action: Motion N. Vanderkin second by VerHage to convene in closed session.

4.2. Adjourn or recess closed session and continue with the open session meeting pursuant to State statute §19.85(2)

Action: Motion N. Vanderkin second by J. Vanderkin to reconvene in open session.

5. Reconvene in open session

N. Vanderkin leaves meeting.

6. Discussion Items (Continued)

6.1. Streetscape Plan – Stephen Tremlett, MSA Professional Services

6.1.1. Review Project Scope and Timeline

Kathy: Started looking at planters and decided we need a master plan with signage/beautification strategies rather than ad hoc improvements, secured MSA and reviewed with Finance Director Oosterhouse to plan TID budgets accordingly.

Steve: Project addresses redevelopment concepts as well as streetscape, reviewed plans from Downtown Dream, TID and BID; reviewed parking and conducted inventory. Intent is to have 4 meetings with this group: 1) today, 2) on 8/14, 3) in September to review draft concepts, 4) prior to November 13 meeting to review draft plan. November 13 meeting would include plan review and recommendation for Council approval, completing this phase of the project by the end of the year.

6.1.2. Review Online Survey and Discuss Promotion

Review survey details, survey period will be July 2-23. Incorporate signage examples. Flyer put in major destinations, city hall, library, businesses, newspapers, newsletter, social media, media contacts.

6.1.3. Review Parking Study Results

1. Studied 4 times over period of a month - month and a half, 890 parking spaces in town, or 850-860 after fire station corrections. Issue is people want to

park right in front of store; walking a block or less is not significant. 85% filled = parking problem. If we were to lose a couple spaces each block for streetscaping there's still enough space, businesses don't like losing spaces.

2. A lot of ways to improve the network existing: smaller spaces, better signage, improved perception, modify certain pinch points. Discussion on residential / tenant parking. The study does not look at ADA.

3. Opinion now on existing streetscape - trash, benches, planters. Time to update. Event driven, give people to give reasons to go downtown. Extended sidewalks improve sidewalk sales. Businesses bought own benches.

Karsten leaves meeting at 9:20.

4. More green is desired – trees or smaller trees. Bump-outs slow traffic, discussion on slowing truck traffic. Main Street / Fond du lac / Carrington intersection – dangerous.

5. Notify Steve of survey changes within the next week, then will distribute.

## 6.2. Administrator Report

6.3. 1. Soybean crushing announcement – site of state's first soybean crushing facility, catalyst project, so many supply chain businesses, any possible environmental issues? – air permits required, going through state, chemical required in process – hexane, other things anticipated – things around noise, air quality, trucking; existing infrastructure will serve the site, may be eligible for federal funds, rail spur added to the site, diversify our economic base, need to get less dependent on DOC employment, community chats next Wednesday, air permit hearing next Thursday, that process won't complete until July

2. BID – statutorily needs to review plan annually, hasn't been doing it, going to do this year

3. Community Videos: 1) Welcome, 2) Quality of Life, 3) Economic Development – end of august

4. Tourism – Fond du Lac CVB relationship, sponsored trolley for celebrate Waupun, room tax dollars up 11% from last year, redoing tourism and city website, working on building content / itineraries

5. Washington School – site is clean, working on trying to finalize 2 developments, a couple acres may remain, hope to have announcements in the next quarter

## 7. Consider approval of the following action items

### 7.1. Grant Extension

7.1.1. Roadside Relics, 10 Jackson St. – see item 3.1 above

7.1.2. Jeff Collien, 306 & 310 E. Main St. – see item 3.1 above

### 7.2. New Grant Applications

7.2.1. Automatic Transmission Specialist, 510 E. Main  
Local contractor discussion.

Action: Motion VandeBerg, second by J. Vanderkin to approve 50% of eligible (non BID-funded) expenses, up to a maximum of \$1,650. Motion

carried 4-0 on roll call.

7.2.2. Gysbers Jewelry, 305 E. Main

Kathy: Significant project, cap is \$5,000, when reviewing other large projects they normally pay themselves back. Funds reserved for target site renovations, would recommend \$15,000 grant. Accel Automotive received a \$13,000 grant. Discussion on interior improvements.

Action: Motion VandeBerg, second by VerHage to approve up to \$15,000 for completion of the project. Motion carried 4-0 on roll call.

8. Advanced Planning

8.1. Possible future agenda items: Rock Shop, Awve Project, Golden Cup

8.2. Set next meeting date: Tuesday, July 17, 8:00AM

9. Adjournment

Action: Motion VerHage second by J. Vanderkin to call the meeting adjourned.

Motion carried 4:0.

Michelle Kast

Accountant