



City of Waupun

201 E. Main Street
Waupun, WI 53963
Phone: 920-324-7900
Fax: 920-324-7939

"Wild Goose Center of Wisconsin"

Community Development Authority
January 17, 2017 Meeting Minutes
Approved 2/21/17

The Waupun Community Development Authority met January 17, 2017 at 4:00pm in the City Hall Council Chambers.

Vice-Chair Ald. Nancy Vanderkin called the meeting to order at 4:00 PM.

Members present on roll call are John Karsten, Jill Vanderkin, Nancy Vanderkin, Sue VandeBerg, Cassandra VerHage, and Derek Drews.

Mayor Julie Nickel is excused.

City Administrator/Director of Economic Development Kathy Schlieve, City Attorney Dan Vande Zande, and Accountant Michelle Kast are also in attendance. Glen Marwitz of Jud-Sons Bowling Alley is present in the audience.

Glen Marwitz is present to review the grant application for Jud-Sons, 416 E. Main Street. The project includes replacing 4 windows on the front of the bowling alley. Cost is estimated at \$920.00. BID approved a grant covering 50% (\$460.00) of expenses and the application is being brought before the CDA for consideration of the remaining balance.

Motion VandeBerg, second by Drews to approve a grant of 50% of non BID-funded expenses up to \$230.00, with potential for more upon review of guidelines. All members vote aye on roll call. Upon review of guidelines, grant amount remains at 50% of non BID-funded expenses.

Schlieve reviewed the grant application for Roadside Relics, 425 E. Main Street. The project includes signage and cost is estimated at \$755.83. BID approved a grant covering 50% of expenses and the application is being brought before the CDA for consideration of the remaining balance. Review of guidelines (matching grant, up to 50% of expenses, up to \$5,000.00) and discussion on length of time in business.

Motion Karsten, second by VandeBerg to approve a grant of 50% of non BID-funded expenses up to \$188.96. All members vote aye on roll call.

The Housing Program Update is tabled until the February meeting due to weather.

Review of outstanding grant application for Perfectly Polished, 8 S. Mill. Waiting to hang sign – need wire installed. Will be done by the deadline.

Motion J. Vanderkin, second by Karsten to approve the minutes of the November 28, 2016 CDA meeting. All members vote aye on roll call.

Kast presented a draft version of the December 2016 financial reports. YTD expenses are just under \$25,000 and available cash is \$90,530 but will be zeroed out at year-end to reduce the general fund advance.

Motion Draws, second by VerHage to approve the financials. All members vote aye on roll call.

Schlieve informed members the first draft is in from the October visioning session. More than 50 people attended. Some edits will be made and the Downtown Dream report will be distributed. Covered topics include design opportunities and lack of downtown activity/traffic flow – the Downtown Promotions Committee is working on this item. CDA will determine what to influence with TIF dollars after reviewing the final report.

Schieve updated members on a number of projects underway, including Waupun branding, tourism entity selection, downtown promotions, and a business survey. The economic development consulting firm Ady Advantage was hired to work on economic development strategic planning and Waupun branding. They will be on site February 14 and 15 conducting interviews, touring sites, and holding a strategic planning session. Fond du Lac Convention & Visitors Bureau was selected from our RFP. They will assist the city in complying with room tax statutes, reaching out to hoteliers and establishing a more significant web presence. The Downtown Promotions committee is putting the finishing touches on the 2017 calendar with plans to again host Halloween and Small Business Saturday events and to possibly bring the farmers markets downtown. A business survey has been drafted regarding the Chamber, working together better, etc. FCEDC will survey all businesses and report to the Chamber Board.

Agenda items: Review Grant Guidelines, Downtown Dream Report, Projected Cash Flow

Next meeting date: Tuesday, February 21, 2017 at 4:00pm

Motion J. Vanderkin, second by VandeBerg to call the meeting adjourned at 4:30pm. Motion carried unanimously.

Submitted by Michelle Kast