

Approved 2/28/18

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, Derek Drews.

Administration Present: City Administrator/Director of Economic Development Kathy Schlieve, City Attorney Dan VandeZande, Administrative Assistant/Accountant Michelle Kast.

Excused: John Karsten

Audience Present: Jack Qualman, Q-Tronics

2. Consider approval of the following agenda items

2.1 Minutes for December 19, 2017

Action: Motion N. Vanderkin second by VandeBerg to approve the minutes. Motion carried 6:0.

3. Discussion Items

3.1 Outstanding Grant Applications - Schlieve reviewed

1. Two grant applications are outstanding
2. Jeff Collien – there have been issues with acquiring H&R Block (septic) which have slowed things down but the project should be complete by the April deadline
3. Randa Strook/Roadside Relics – closing has been slowed down, grant deadline is June 19

3.2 New Grant Applications

3.2.1. Q-Tronics, 313 E. Main

1. Jack Qualman provided background on the history of company: Radio Shack filed bankruptcy 3 years ago, which led to the formation of buying group, Steren electronic solutions has been involved with this group, now Q-Tronics will be a Steren dealer, this family-owned business is very good for small businesses, a February 9 grand re-opening and ribbon cutting is planned and a story will be featured in the paper prior to the event, in July it will be Jack's 20th year in business in Waupun
2. The project includes replacing the sign panel on the front of the building at an estimated cost of \$1,578.38
3. BID awarded a grant covering 50% (\$789.19) of expenses, \$789.19 remains for CDA consideration. A grant of 50% of portion remaining (\$394.60) is requested.

3.3 Administrator Report – Schlieve reported:

1. Change in Building Inspection/Zoning Administration services – Sue left Kunkel, at same time we've issued an RFP, responses due January 19, anticipate 2 responses
2. Economic Development E-newsletter – first ED e-newsletter was sent, will be distributed monthly or more frequently

3. ED Letter – a letter was sent out to property and business owners to bring awareness of grant programs, resources available, and a Façade Improvement workshop which will be held in May
4. Communications – starting a process to redesign our website to be more customer friendly, ADA compliant, and address economic development and tourism areas with cohesiveness
5. Historic District – the State Historical Society approved a grant to fund the nomination of our downtown historic district, this 12-18 month process is underway
6. Chamber – working on hiring, hoping to get a couple more applicants
7. Connect Communities – two Waupun businesses, Tyra/Reiki Essentials and Wellness and Theresa Ruch/Rock River Eyewear, received business expansion grants of \$2,000, the funds will be put toward marketing and merchandise needs in their stores; Kim’s working on social media for your business
8. Downtown Promotions – actively working on planning a wine walk; proposing to the Chamber to hire a market intern to assist with Farmer’s Market promotion and open/close of markets through the season; building on existing events - Halloween on Main and Small Business Saturday
9. TIF – starting new TIF on the west side to address needs – Country Club with banquet hall, redevelopment plan for Anding property, housing development

3.4 Streetscape Planning – Schlieve reported:

1. Plant hangers previously discussed will need water systems in place
2. MSA has a landscape architect to work through this, they sent a plan that can be done in phases, plan needs to be reviewed, will discuss further with MSA today
3. Couple month planning process with a timetable of 5-6 months for full picture, though we would look to do some immediate improvements, including planter replacement

4. Consider approval of the following action items

4.1 New Grant Applications

4.1.1. Q-Tronics, 313 E. Main

Action: Motion N. Vanderkin, second by VerHage to approve a grant of 50% of non BID-funded expenses (estimated at \$789.19), up to a maximum of \$394.60. Motion carried 6:0 on roll call.

5. Advanced Planning

5.1 Possible future agenda items: Streetscape Plan

5.2 Set next meeting date: February 20 at 8:00am

6. Adjournment

Action: Motion N. Vanderkin second by Drews to call the meeting adjourned at 8:22am. Motion carried 6:0.

Michelle Kast
Administrative Assistant/Accountant