

1. Agenda

Documents:

[CDA-MARCH 9 2022 - 03.9.22-AGENDA-1.PDF](#)

2. Meeting Materials

Documents:

[CDA-MARCH 9 2022 PACKET 3.9.22-MEETING-PACKET.PDF](#)



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VILLAGE OF MOUNT HOREB

E. Main Street
Mount Horeb, WI 53572
Phone: (608) 437-6884 Fax: (608) 437-3190
Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

THE MARCH 9th, 2022 COMMUNITY DEVELOPMENT AUTHORITY MEETING WILL BE HELD **IN PERSON and VIRTUAL**. YOU CAN WATCH THE MEETING LIVE VIA THE VILLAGE WEBSITE BY CLICKING "WATCH LIVE" UNDER THE TROLLWAY TV GRAPHIC ON THE RIGHT SIDE OF THE HOME PAGE AT WWW.MOUNTHOREBWI.INFO. THE MEETING IS ALSO BROADCAST LIVE ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO

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United States: [+1 \(786\) 535-3211](tel:+17865353211) Access Code: 393-462-117

COMMUNITY DEVELOPMENT AUTHORITY WEDNESDAY, MARCH 9th, 2022- 6 PM

The Community Development Authority of the Village of Mount Horeb will meet on the above date at 6:00pm in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order/ Roll call
- 2) Approval of February 9, 2021 Minutes
- 3) Consent Agenda
 - a) Economic Development Director's report
 - b) Mount Horeb Area School District report
 - c) Mount Horeb Area Chamber of Commerce report
- 4) Discussion and proposal for updated downtown development plan
- 5) Discussion and recommendation of Façade and Building Grant for 108 + 110 E. Main Street
- 6) Meeting adjournment

A QUORUM OF THE VILLAGE BOARD/VILLAGE COMMITTEE MEMBERS MAY BE PRESENT AT THIS MEETING. ONLY NOTICED AGENDA ITEMS WILL BE ACTED ON BY THE GOVERNMENTAL BODY SPECIFIED ABOVE. UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



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**VILLAGE OF MOUNT HOREB
COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES
WEDNESDAY, FEBRUARY 9, 2022**

The Community Development Authority of the Village of Mount Horeb met on the above date in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. A virtual option was also available.

Call to Order/Roll Call: Chair Gobourne called the meeting to order at 6:00pm. Present were Kingsley Gobourne, Aaron Boehnen, Karen Tetzlaff, Marc Schellpfeffer, Brian Durtschi, Jessica Vezakis, and Randy Littel. Also present were Administrator Nic Owen, Economic Development Director Rowan Childs, Mount Horeb Area School District Superintendent Dr. Steve Salerno, Chamber of Commerce Executive Director Rachel LaCasse-Ford (virtual), and Deputy Clerk Chrissy Kahl.

Approval of December 8, 2021 Minutes: Motion by Littel to approve the minutes, second by Tetzlaff. Motion carried.

Consent Agenda:

- A. Economic Development Director's report: Childs provided a report in the meeting packet. Durtschi asked about when the Driftless Social will open. Childs said they had a delay in getting their state permit and plan to open in late Spring.
- B. Mount Horeb Area School District Report: Salerno provided a report in the meeting packet. There were no questions about the information provided.
- C. Mount Horeb Area Chamber of Commerce Report: A report was provided in the meeting packet. There were no questions about the information provided.
- D. Update on Comprehensive Plan progress: Information was provided in the packet.

Motion by Boehnen to approve the consent agenda, second by Tetzlaff. Motion carried.

Discussion and proposal for updated downtown development plan: Childs gave an overview. Durtschi had concerns regarding costs for the development plan. Owen said he can work with the Village Planner on costs. Boehnen suggested the Village does what it can internally to not have to use the Village Planner for all of the plan. Owen said much of it needs to be done by the Village Planner, but there is some we can do. Durtschi added that our alleyways are important to keep open access for fire trucks and pedestrian traffic to get up to Main Street. Motion by Boehnen for revisions to the downtown development plan to be reviewed by staff and broke down by what can be done in house, will discuss at next CDA meeting, second by Littel. Motion carried.

Discussion on utilities report for sewer capacity options in NE quadrant: Owen gave an overview. He said he will be working with the Village Engineer. Wastewater Facility Supervisor, John Klein, brought a few questions to Owen. Durtschi asked how would costs be broke down. Owen said shared costs between the Village, current developers and future developers. Boehnen asked about infrastructure costs in TID 3 and if outside of TID 3 it can be offsite improvements. Motion by Durtschi to recommend support from the CDA to move forward with this project, second by Schellpfeffer. Motion carried.

Discussion and recommendation of seasonal lease template for Village property: Owen gave an overview of this item. This lease would be a standardized general lease for any village owned property. The Village attorney said the lease is a good starting point, but needs to be more open, every situation is different. Schellpfeffer asked if the Village attorney be drafting this in the end, Owen said yes. Boehnen clarified this is a universal lease template, not just for one alleyway. Durtschi had concerns over leasing village owned property. Alley would not be used as original purpose. The alley would be blocked from fire trucks, and the only access would be from Front Street. Leasing would give a business (or tenant) an advantage that didn't exist when the business opened or created their business plan. Durtschi also said this opens the Village to liability. Littel said this is a general lease agreement. The fire department would have to approve. Specific agreements have to come back to the Village and Village attorney. Gobourne said the attorney could help guide regarding liability insurance or other items that should be added to the least agreement. He also asked if there is a way to find deterioration of buildings that may injure patrons. Owen said that would be based on a complaint basis. Schellpfeffer said it is important to decrease liability to the Village and to find value in it in a fair way. Boehnen said a lease is a good way to mitigate risk for the Village. Fees could be a percentage based on gross income. He would also like to see lease agreements be amendable. If a new business moves in adjacent to the alley and would also like use of the alley or share with an existing business. Owen suggested a template with addendums for each specific situation, then have the Village Board approve. Motion by Littel to recommend approval of this template with addendums for each specific situation, second by Tetzlaff. Motion carried.

Meeting adjournment: Motion by Boehnen to adjourn the meeting at 6:44pm, second by Schellpfeffer. Motion carried.

Minutes by Chrissy Kahl, Deputy Clerk



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Economic Development Report February 2022

Comp Plan- We presented the Comp Plan at a Public Open House in February. Over 60 people were in attendance to hear updates to the plan, view the maps, and leave comments. The next step is the public hearing on March 30th. The Village Board and Plan Commission will vote that night for the final approval. Thank you to the CDA members who attended the last couple of meetings. This document is a 20-year guide for the community to plan out 5, 10, 15-year possibilities and areas of interest for housing, parkland, growth, commercial use, etc. I encourage everyone to read the draft and send any comments to village staff.

Housing: The housing report and survey continues to be very helpful in conversations with developers, while working on the Comprehensive Plan. This report gives us the most current view point of what is happening right now and the goals of the next five years in Mount Horeb. It has past housing data, census data, and comparisons to other areas in Dane County and the State. It is beneficial for village planning and conversations with developers and businesses. Key findings indicate specific numbers necessary for housing units, housing types, and to form a senior housing task force. The timeliness of the report helps us with the Comp Plan on where housing should be located, and zoning changes.

The senior housing project has started on the far east side and will soon have signage [and a website to](#) market. They already have a long list of people interested in the 55+ community. We currently have three active sub-divisions: Kara View Heights, North Cape expansion, Sienna Hills. The Gorman- Landsby Ridge affordable (51 rental units) project started in late summer and is slated to be finished in early fall of 2022. A mixed-use project has been proposed at 1800 Springdale Street. The project is going through the process of approvals. Currently it is estimated to have 40 units and commercial space on the first floor. An additional project has been shown as a concept at 120 Front Street where the current parking lot is. This project would include the main floor as public parking, and four floors of housing. This is in concept phase yet. We are talking with some groups from the community on housing for affordable, affordable senior and housing for special needs adults. We continue to work through research, possibilities, and feasibility.

WEDC: Mainstreet Bounceback grants is a state program to help provide businesses and nonprofits moving to vacant main street commercial locations with funds. We have assisted several businesses with the application and some have already received the funds. It is up to \$10,000 per application. The application window can be backdated to the beginning of this year and they hope to have funds available through June of 2022. We also applied for a Community Development Grant with Artemis Provisions at the beginning of 2022. I attended the WEDA (Wisconsin Economic Development Association) conference at the beginning of the month. We also co-hosted a WEDC/ Connect Communities round table event in February with 20 attendees.



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Business visits: Trends in conversations; employers looking for housing for workforce at all income levels, hardship around finding all levels of employees that are within thirty minutes' drive or less. Business for some was slow in January, but feeling optimistic for spring aside from above worries. Staffing struggles in every industry is top of mind along with supply chain issues. We are working with a few businesses working to scale up and to plan ahead for needs and locations. We are having more discussions about funding and sources for loans, façade and building improvements, grants and what to plan for 2022- 2025. Moonhill Mercantile is holding their final retirement sale and then will close. The first floor will be leased out. Pop Place decided to not renew their lease while they plan on more wholesale growth for their popcorn business. They are now closed.

Plan Commission: The PC has focused much time on the comprehensive plan. Discussion has also come up to add on or separate the Historic Preservation Committee. Work is needed to figure out a plan for that committee. The last meeting, we had a public hearing from Sketchworks Architects and Chris Etmanczyk proposed at 1800 Springdale Street. This was approved. Steve Brown Apartments showed a residential concept for 120 S. 1st Street.

The Community Children's School now has all of their approvals. Their lot is on Cox Drive and Springdale Street. The Animal Clinic is construction on the east end of the Viking Plaza and hopes to be done around early May.

New Businesses: Artemis Provisions is purchasing the Wilson Dental building and will be retrofitting their space this spring. The pharmacy downtown was purchased by two employees, who will now run the business. They have renamed the business to: Mount Horeb Family Pharmacy. The Driftless Social went through the revolving loan fund process and was funded. There was a delay, but are now starting construction on their renovations. Melissa Schultz is finishing up her construction to start Shear Legacy, at 407 E. Main Street, the former site of Darlene's Hair Care. We are working with some new businesses on their move to Mount Horeb, and hope to use grant opportunities from the Village and WEDC, and other sources.

Inquiries: Medical/care, food and processing/ warehouse/ retail/ drive thru options/ nonprofits- all looking for rental or to purchase buildings. Not everything we have in stock is a good fit so we are working with them to see what options and opportunities we have. Many retail/food based is focused downtown compared to the medical based companies and nonprofits. Commercial space inquiries have varied from downtown retail, light commercial, to office space.

Development inquiries and conversations: Working with several developers who are interested in commercial opportunities and housing of all forms, from single homes, senior, and workforce apartments. Discussion of zoning and lot sizes is a high priority, infill, redeveloping downtown area properties, and where there are preferred housing zones. Conversations with downtown property and business owners preparing to sell. Developers are mostly from Wisconsin.



Board of Education Recap

Resumen de la Junta de Educación

2/22/22

Hello, Vikings! Last night's icy road conditions caused us to close our buildings at 5:30 p.m. and move our Board meeting fully virtual. The following is a synopsis of all that was discussed:

Board of Education Election



Candidate Forum: March 9 at 6:00 p.m. at the Middle School Step Room – This will be recorded and shared

General Election: April 5, 2022
6 candidates will vie for 3 seats

Oath of Office: April 18, 2022

- Thanks to the input we have received from the community and our staff, the district [drafted a plan](#) for use of ESSER II and III Relief Funding. The Board approved this plan ahead of the March 11 deadline. As you may recall, this is one-time grant money (some for which we applied) to combat the effects of the pandemic (gaps in students' learning, cleaning supplies, etc.).
- **During the 2021-2023 school years, the MHASD will receive \$0 in new state funding.** Revenue Caps, instituted in the 1990's, are placing a stranglehold on our ability to fund modest wage increases and higher costs in benefits. (ESSER money is not to be used for wage increases – and – we are making alterations to our health insurance plan – see below.) Many communities have explored operational referendums to ensure employees are not recruited away and programming is not reduced. Not to mention, we still have many critical capital decisions needing to be made.

We are at a crossroads. Our community has always helped shape our long-range planning. That was the purpose of last night's discussion. How do we gather the entire community's feedback in order to recommend a plan that reflects the priorities of our taxpayers and meets the needs of our students. The Board has approved a plan that directs the administration to develop a survey to address long term capital and operational needs. The results of this survey will drive what a referendum, if any, might look like. More details to follow.

- A number of policies came before the Board – two for their second reading and four for their first.
 - o During a second reading, a Board policy, [Reporting Workplace Accidents and Injuries](#) was approved. It was refined to make clearer the procedures needed to comply with our worker compensation carrier's request.
 - o On second reading, the Board approved updated Employee Handbook language about health insurance. This language comes as a result of a yearlong staff task force that studied how to preserve employees' health insurance benefits during times of increasing costs. The District successfully negotiated a 0% increase in health insurance costs for 2022-23 and will incentivize individuals' use of the HMO option.
 - o Being so close to several universities the District is regularly sought as a source for conducting research in our schools. This policy was developed a few years ago and needed its legal references updated. As this was a first reading and not all Board members were in attendance last night, this policy and the next three could not be approved.
 - o The next three policies are a part of the Board's "Fiscal Management" requirements. Proposed changes reflect the advice from our legal counsel and are part of our ongoing policy review process.
 - [Annual Operating Budget](#) (policy 620) memorializes several practices that were not a formal part of our policy (e.g. the BOE's approval of a preliminary budget prior to the annual public budget hearing);



Board of Education Recap

Resumen de la Junta de Educación

Public Health Madison and Dane County (PHMDC) has lifted their masking order effective March 1, 2022 at 12:01 AM. As a result of the Board's previous action (November 2021) and with the exceptions noted below, masks will be optional for all Vikings on that date.

A few items of importance:

School buses and other transportation are covered by the federal masking requirements. The use of masks on our school buses will still be required.

Regardless of vaccination status, someone who is exposed to a COVID-19 positive individual and identified as a close contact can either quarantine for 10 days or return wearing a mask for 10 days after their last exposure. Similarly, someone who contracts the virus and is ill can return on day 6 if they are fever-free for 24 hours, without fever reducing medications, symptoms are resolving, and if they mask on days 6-10. We will be implementing a "one-strike" policy: no mask, the individual will go home until their quarantine period is completed.

For students/staff in grades 9-12, we will be returning the responsibility of contact tracing to PHMDC. Medically fragile high school students will continue to be contact traced through our Health Services team. In grades K-8, we will continue our practice of contacting entire classrooms/teams about positive cases.

In the event COVID activity and/or the number of symptomatic individuals rise in a particular classroom, we may implement a "targeted-masking" protocol. Requiring masks for a certain class (or in the very worst case moving to virtual) would be a decision made in consultation with school/district leaders, school nurses and health officials.

Lastly, I urge you to extend continued grace and compassion to each other and those in our community, and reserve judgement regardless of your position. I have no doubt that we all have the best interests of our students, staff, and community at heart. Our shared commitment to a physically and socially/emotionally safe and supportive learning environment is essential to our continued movement forward.

Budget Hearings and Reports (policy 622) adds language about a trust established to plan for employees' retirement benefits. We want to make sure all the details are part of the annual meeting book.

Budget Exchanges/Transfers (policy 623.1) reflects some of the expanded reporting options available.

➤ Speaking of budget revisions, it is that time of the year for us. As revenues become more crystallized we traditionally seek the Board's approval of a few updates. We will likely do this twice more before the end of the fiscal year, June 30, 2022.

As you can see there are many, many moving pieces in play right now. Do you have questions or opinions about any of this? If so, drop me a line – I am always happy to hear your perspectives. Please call me at 608-437-7010 or email me at salernosteve@mhasd.k12.wi.us

I am proud to be a Viking and I hope you are too!

Steve Salerno



Board of Education Recap

Resumen de la Junta de Educación

22/02/22

¡Hola, vikingos! Las condiciones de las carreteras heladas de anoche hicieron que cerráramos nuestros edificios a las 5:30 p.m. y mover nuestra reunión de la Junta completamente virtual. La siguiente es una sinopsis de todo lo discutido:

Elección de la Junta de Educación



Foro de Candidatos: 9 de marzo a las 18:00 h. en el Step Room de la escuela intermedia: esto se grabará y se compartirá

Elección general: 5 de abril de 2022
6 candidatos competirán por 3 escaños

Juramento del cargo: 18 de abril de 2022

- Gracias a los aportes que hemos recibido de la comunidad y nuestro personal, el distrito [redactó un plan](#) para el uso de los fondos de ayuda ESSER II y III. La Junta aprobó este plan antes de la fecha límite del 11 de marzo. Como recordarán, se trata de una subvención única (algunas de las cuales solicitamos) para combatir los efectos de la pandemia (brechas en el aprendizaje de los estudiantes, artículos de limpieza, etc.).
- Durante los años escolares 2021-2023, el MHASD recibirá \$0 en nuevos fondos estatales. Los límites de ingresos, instituidos en la década de 1990, están obstaculizando nuestra capacidad para financiar aumentos salariales modestos y costos más altos en beneficios. (El dinero de ESSER no debe usarse para aumentos salariales, y estamos haciendo modificaciones a nuestro plan de seguro médico, ver más abajo). Muchas comunidades han explorado referéndums operativos para garantizar que los empleados no sean reclutados y la programación no se reduzca. Sin mencionar que todavía tenemos que tomar muchas decisiones críticas de capital.

Nos encontramos en una encrucijada. Nuestra comunidad siempre ha ayudado a dar forma a nuestra planificación a largo plazo. Ese fue el propósito de la discusión de anoche. ¿Cómo recopilamos los comentarios de toda la comunidad para recomendar un plan que refleje las prioridades de nuestros contribuyentes y satisfaga las necesidades de nuestros estudiantes? La Junta ha aprobado un plan que dirige a la administración a desarrollar una encuesta para abordar las necesidades operativas y de capital a largo plazo. Los resultados de esta encuesta determinarán cómo sería un referéndum, si lo hubiera. Más detalles a seguir.

- Varias políticas se presentaron ante la Junta: dos para su segunda lectura y cuatro para su primera.
 - o Durante una segunda lectura, se aprobó una política de la Junta, [Informe de accidentes](#) y lesiones en el lugar de trabajo. Se perfeccionó para aclarar los procedimientos necesarios para cumplir con la solicitud de nuestra aseguradora de compensación para trabajadores.
 - o En segunda lectura, la Junta aprobó el lenguaje actualizado del Manual del empleado sobre el seguro médico. Este lenguaje surge como resultado de un grupo de trabajo de personal de un año que estudió cómo preservar los beneficios del seguro de salud de los empleados durante tiempos de costos crecientes. El Distrito negoció con éxito un aumento del 0 % en los costos del seguro médico para 2022-23 e incentivará el uso de la opción HMO por parte de las personas.
 - o Al estar tan cerca de varias universidades, el Distrito es buscado regularmente como una fuente para realizar investigaciones en nuestras escuelas. Esta política fue desarrollada hace algunos años y necesitaba actualizar sus referencias legales. Como esta fue una primera lectura y no todos los miembros de la Junta asistieron anoche, esta política y las siguientes tres no pudieron ser aprobadas.
 - o Las siguientes tres políticas son parte de los requisitos de "Gestión fiscal" de la Junta. Los cambios propuestos reflejan el asesoramiento de nuestro asesor legal y son parte de nuestro proceso continuo de revisión de políticas.
 - [Presupuesto operativo anual](#) (política 620) conmemora varias prácticas que no eran una parte formal de nuestra política (p. ej., la aprobación de un presupuesto preliminar por parte de la BOE antes de la audiencia pública anual sobre el presupuesto);



Board of Education Recap

Resumen de la Junta de Educación

El Departamento de Salud Pública de Madison y el Condado de Dane (PHMDC) levantó su orden de uso de mascarilla a partir del 1 de marzo de 2022 a las 12:01 a. m. Como resultado de la acción anterior de la Junta (noviembre de 2021) y con las excepciones que se indican a continuación, las máscaras serán opcionales para todos los vikingos en esa fecha.

Algunos elementos de importancia:

Los autobuses escolares y otros medios de transporte están cubiertos por los requisitos [federales de enmascaramiento](#). Seguirá siendo obligatorio el uso de mascarillas en nuestros autobuses escolares.

Independientemente del estado de vacunación, alguien que esté expuesto a una persona positiva de COVID-19 e identificado como un contacto cercano puede ponerse en cuarentena durante 10 días o regresar usando una máscara durante 10 días después de su última exposición. De manera similar, alguien que contrae el virus y está enfermo puede regresar el día 6 si no tiene fiebre durante 24 horas, sin medicamentos para reducir la fiebre, los síntomas se están resolviendo y si se cubre los días 6-10. Implementaremos una política de "un solo golpe": sin máscara, la persona se irá a casa hasta que se complete el período de cuarentena.

Para los estudiantes/personal en los grados 9-12, devolveremos la responsabilidad del rastreo de contactos a PHMDC. Los estudiantes de secundaria médicamente frágiles seguirán siendo rastreados a través de nuestro equipo de Servicios de Salud. En los grados K-8, continuaremos con nuestra práctica de comunicarnos con salones/equipos completos sobre casos positivos.

En caso de que aumente la actividad de COVID y/o la cantidad de personas sintomáticas en un salón de clases en particular, podemos implementar un protocolo de "enmascaramiento dirigido". Requerir máscaras para una determinada clase (o en el peor de los casos, cambiar a virtual) sería una decisión que se tomaría en consulta con los líderes escolares/distritales, las enfermeras escolares y los funcionarios de salud.

Por último, los insto a que se extiendan la gracia y la compasión entre sí y con los de nuestra comunidad, y se reserven el juicio independientemente de su posición. No tengo dudas de que todos tenemos en mente los mejores intereses de nuestros estudiantes, personal y comunidad. Nuestro compromiso compartido con un entorno de aprendizaje seguro y de apoyo físico y social/emocional es esencial para nuestro avance continuo.

[Audiencias e informes presupuestarios](#)

(política 622) agrega lenguaje sobre un fideicomiso establecido para planificar los beneficios de jubilación de los empleados. Queremos asegurarnos de que todos los detalles formen parte del libro de reuniones anual.

[Los intercambios/transferencias](#)

presupuestarias (política 623.1) reflejan algunas de las opciones ampliadas de informes disponibles.

➤ Hablando de revisiones presupuestarias, es esa época del año para nosotros. A medida que los ingresos se vuelven más cristalizados, tradicionalmente buscamos la aprobación de la Junta para algunas actualizaciones. Es probable que hagamos esto dos veces más antes de que finalice el año fiscal, el 30 de junio de 2022.

Como puede ver, hay muchas, muchas piezas en movimiento en juego en este momento. ¿Tienes preguntas u opiniones sobre algo de esto? Si es así, escíbame: siempre estoy feliz de escuchar sus perspectivas. Llámame al 608-437-7010 o envíeme un correo electrónico a salernosteve@mhasd.k12.wi.us

¡Estoy orgulloso de ser un vikingo y espero que tú también lo estés!

Steve Salerno



MEMBER NEWSLETTER



Happy Monday! We are looking forward to seeing many of you at our [4th Annual Awards Dinner](#) this Thursday! A big thank you to our [Food & Drink Sponsor, Premier Building Solutions](#), and our [Silent Auction Sponsor, McFee on Main](#), as well as our [Trustee Sponsors](#) who help make all of our events possible.

Here is a happy factoid: today is the last day of meteorological winter! That means spring is just around the corner and so are our Spring Events! [Spring Village-Wide Garage Sales](#) are coming up April 20-23 and you can reserve an ad in our program [here](#).

We are also thrilled to announce that we are bringing back our community expo! Formerly called "Mixpo," we are taking this post-COVID moment to reinvent and renew this event, now christened [The Mount Horeb Area Home & Business Expo](#). The Expo will take place on Wednesday, May 11, from 4:00p - 7:00p, at The Eloise. Reserve your booth [here](#), and upgrade to a Sponsorship Level for additional exposure! There will be a cash bar and vendors will have the chance to network at our [Vendor Happy Hour](#). There will also be an opportunity to promote open positions you have within your company. This event will be promoted throughout Mount Horeb and the surrounding area. We hope you will join us!

And finally, as a reminder, please take a moment to scroll down to the [Advocacy](#) section of this newsletter and submit questions for our upcoming candidate Q&As.

As always, please don't hesitate to reach out with any questions, comments, or concerns!

Rachel LaCasse-Ford, Executive Director

rlacasseford@trollway.com

608-437-5914

[Schedule a Meeting with Me!](#)

NEW MEMBER
welcome!

[The Peoples Community Bank](#)

[True Blue Real Estate](#)

[J&H Lawn Care Services, LLC](#)

[The Yoga Space](#)

UPCOMING MEETINGS

boards ^{and} committees

Tuesday, March 15

Friday, March 25

Every Monday

[REAL Committee Meeting](#)

[Chamber Board Meeting](#)

[Online Office Hours with Rachel LaCasse-Ford](#)

NETWORKING

networking

MARCH

9

WEDNESDAY

MEMBER
MEET  UP
grow your network

8:00AM - 9:00AM

Member Meet-Up

In-person: Chamber Conference Room

Morning Session

Structured networking event. Bring business cards + your elevator pitch, and leave with new connections!

[Register](#)

Please register in advance.

Business After Hours

In-person: Member Business

Location:

Martinson Hall

Hosts:

Martinson Hall &

Mount Horeb Area Arts Association

16
WEDNESDAY

Business After Hours

5:00 PM - 7:00 PM

Martinson
Hall



Grab your business cards and join us for this social networking event at Martinson Hall! Experience this beautiful space, learn about what is happening with MHAAA, and connect with other chamber members.

Register

Registration is appreciated but not required.

Full 2022 Business After Hours Host List

There are still a few spots left!

Business After Hours

**2022 SIGN UP
TO HOST**

EXPOSURE
exposure

VILLAGE WIDE GARAGE SALES

April 20-23, 2022
PROGRAM ADS

\$45
Spring Only

\$80
Spring/Fall Combo

Business Card Size Ad
Featured Online
+ In Printed Program

Register Now!
REGISTER BY APRIL 15

MOUNT HOREB
AREA CHAMBER OF COMMERCE

**VILLAGE WIDE
GARAGE SALE**
Official Map & Program
APRIL 21-24, 2021

FIND THE MAP ONLINE
mounthorebchamber.com/garagesale

COUPON SPECIALS
Free Appetizer w/
Any Pizza Purchase

Culver's
COUPON SPECIAL
ON TUESDAY MOUNT HOREB
GARAGE SALE WEEKEND
Tuesday Only
\$2 Regular Cheese Curds

Jada's
Opening April 9!
10% off

Academy of Little Vikings
Children 6 weeks - 12 years of age
Book and 2 hrs in class available
\$1000 4th - 5th - optional wrap care

Grandstay
Book Your
grandstay today!
408-437-3300

Public House
Spend \$25
Save \$5

FIVE STAR CELLULAR
Wireless
Plans



MAY 11 | THE ELOISE
ATTENDANCE: 30 MEMBER VENDORS
300+ AREA ATTENDEES
FREE TO THE PUBLIC

BOOTH FEE \$75 MEMBER / \$100 NON-MEMBER

1 Booth at Event to Display Business Information, Hand Out Literature and Other Goodies to Attendees.

EVENT SPONSORSHIPS

VENDOR HAPPY HOUR SPONSOR \$300 Limited to 1

Booth at Event, Business Logo on Signage at Bar, Logo on Drink Tickets, Logo on Event Program, Mentioned and Tagged on Social Media, Opportunity to Speak to Vendors During Vendor Happy Hour

EXPO BAG SPONSOR \$200

Booth at Event, Business Logo on Bags Handed Out at Event, Logo on Event Website, Mentioned and Tagged on Social Media

DOOR PRIZE SPONSOR \$50

Business Provides a Door Prize, Logo on Event Program, Mentioned and Tagged on Social Media, Mentioned at Event

ADVOCACY
advocacy

Mount Horeb Comprehensive Plan

The Village is currently on Draft #3 (January 2022).

Downloads: [Comp Plan Draft #3](#) | [Appendix](#) | [January Meeting Materials](#)



Next Meeting: April 17, 2022

Joint Plan Commission & Village Board Public Hearing

Recommend and Adopt Final Draft Plan

Spring Elections

Mt Horeb Village Board

Candidates

Cathy Scott (I)

Tim White

Nate Gauger

Ben Jones

Candidate Forum

March 24 @ 6pm

Host: Mt Horeb Chamber

[Submit Questions Here](#)

Dane County Supervisor

Candidates

Patrick Downey (I)

Jerry O'Brien

Candidate Interviews

Pre-recorded and released in late March

Host: Mt Horeb Chamber

[Submit Questions Here](#)



MADISON REGION
ECONOMIC PARTNERSHIP

MadREP's Crowd-Sourced Broadband Project

Madison Region Economic Partnership (MadREP) is analyzing internet needs in the Madison area, in an attempt to identify what areas are being underserved.

Please take a few minutes to test your speed at home *and* at work. This will help provide MadREP with a the fullest pictures of the area's internet needs. With faster broadband service, our businesses will be better equipped to operate, improving economic development in the Madison area.

[Test My Internet Speed](#)

COVID-19 UPDATES

info and resources

Current Mandates

Dane County Mask Mandate to End March 1

See [News Release](#) for more info.

Read this [Blog Post](#) for tips for those wishing to continue taking precautions after the mask mandate expires.

Download Dane County's 2022 Recommendations for Businesses [here](#).



Visit the [website of Public Health Madison & Dane County](#) for more info.

Testing Resources

COVID-19 Testing in Mount Horeb

Register, Find a Testing Location, Make an Appointment

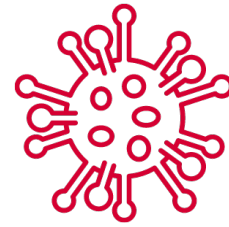
Visit: register.covidconnect.wi.gov

Area COVID-19 Test Providers:

- [Mount Horeb Pharmacy](#)
- [Alliant Energy Center Community Testing Site](#)

Contact Your Healthcare Provider

- [Upland Hills Health](#)
 - [UW Health](#)
-



Vaccine Resources



Vaccinations in Wisconsin

Everyone 16+ is eligible for the COVID vaccine in Wisconsin. Children 12+ are eligible to receive the Pfizer vaccine. Information on where and how to get vaccinated can be found [here](#).

Many people are eligible for [vaccine boosters](#).

Vaccine Resources for Businesses

Local Vaccine Providers in Chamber Membership:

- [Mount Horeb Pharmacy](#)
- [Walgreens Pharmacy](#)
- [Upland Hills Health](#)
- [UW Health](#)

WEDC: [Vaccine Guidelines for All Businesses](#)

Wisconsin COVID-19 Task Force: [COVID-19 Vaccination Distribution Implementation Program: Guidance for Wisconsin Employers](#)

BUSINESS FINANCING OPPORTUNITIES
business financing opportunities



Mount Horeb Revolving Loan Fund

[The Mount Horeb Revolving Loan Fund](#) was created with a grant from the USDA to encourage business start-ups and expansions within the Village limits. The fund initially started with \$191,463 and is loaned out as applications are received.

[Mount Horeb Revolving Loan Fund Manual](#)

Tax Incremental Financing Districts

There are five (5) [Tax Incremental Financing Districts](#) in Mount Horeb. There are special funding opportunities in the different districts.

[A TID Manual](#), [Joint Review Board Manual](#), [Public Policy Brief](#)

Please contact [Nic Owen](#), Village Administrator, or [Rowan Childs](#), Director of Economic Development, for additional information.

Village of Mount Horeb

(608) 437-6884

mounthorebwi.info



Workforce Innovation Grant Program

The Workforce Innovation Grant Program offers grants from \$250,000 up to \$10 million to regional economic development partners to design and implement innovative plans to tackle their communities' most pressing workforce challenges.

[Learn More](#)

Main Street Bounce Back Grants

The Main Street Bounceback Grants program provides \$10,000 to new or existing businesses and non-profit organizations moving into vacant properties in Wisconsin's downtowns and commercial corridors.

[Learn More](#)

BUSINESS EDUCATIONAL OPPORTUNITIES

business educational opportunities



The **Wisconsin Small Business Development Center**, in partnership with the **University of Wisconsin School of Business**, offers business and leadership classes and training, as well as business consulting funded by the Small Business Administration.

Upcoming Programs:

Buy-Sell Agreements - March 9

The Employment Imperative: Tackling Workforce Challenges - March 10 (featuring panelist Brenda Moore Fritz of member business Academy of Little Vikings!) - **No-Cost Virtual Class - Register Now!**

Leading with Emotional Intelligence - March 16

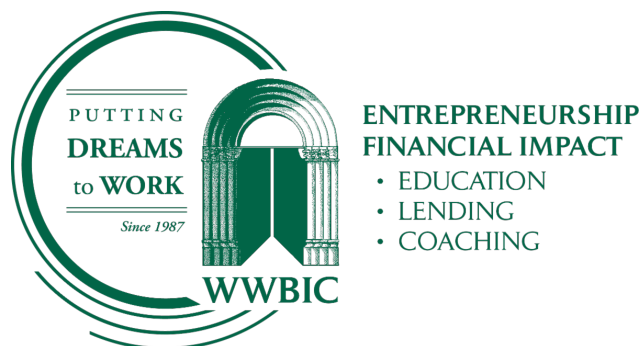
Buy, Build, or Sell: Deciding the Next Steps for Your Business - April 6

Financial Management Sprint - May-June

Biz Smart Sprint - July-August

Which is right for you? Compare [Biz Smart Sprint & Entrepreneurial Training Program](#)

[Learn More](#)



WWBIC provides targeted individuals who are interested in starting, strengthening or expanding businesses with access to critical resources such as responsible financial products and quality business and financial education.

Small Business Resources

[COVID-19 Loan Program](#)

[WWBIC On-Demand Classes](#)

[Business Financing](#)

MAXIMIZE YOUR MEMBERSHIP

tips to help you make the most of your chamber membership



Post an Event

Share an upcoming event for your business. Reach community members and tourists. Events could include classes, grand openings, ribbon cuttings, special speakers, or a multi-day sale event.

Events get auto-shared to the chamber Facebook page, including reminders as the event approaches.

Log in to your portal [here](#).

Find Calendar of Events [here](#).

[Watch How-To Video](#)

[Need more help?](#)



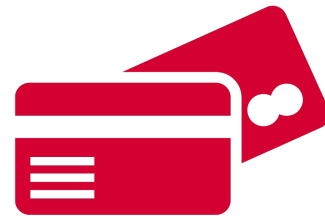
Pay Invoices Through Your Member Portal

Reps who are listed as your primary and/or billing contacts for your business can see your company's open invoices through their member portal.

Paying your invoices through the member portal is an easy and environmentally friendly way to keep your account up-to-date.

[Watch How-To Video](#)

[Need more help?](#)



Set Up Your Payment Profile

You can set up a payment profile with your credit card or bank account to make it easier to register for events and promotions and to pay your bills.

Your payment profile is also utilized for membership renewal. Did you know you can choose to pay your dues monthly, quarterly, semi-annually, or annually?

[Watch How-To Video](#)

[Need more help?](#)

Chamber

[Chamber Talk Blog](#)

[Member Portal](#)

[Events Calendar](#)

[News Releases](#)

Village

[Village of Mount Horeb](#)

Regional

[MadREP](#)

[Public Health Madison + Dane County](#)

[Dane County Buy Local](#)

[Wisconsin Small Business](#)

[Development Center \(SBDC\)](#)

Connect with Us!

Follow us on Social Media. Join our Members Only Facebook Group.



MOUNT HOREB
AREA CHAMBER OF COMMERCE
TRUSTEES



Chamber Trustees are leaders in the Mount Horeb business community. As premier sponsors for all Chamber events and functions, they are an integral part of the Mount Horeb

SCOPE OF SERVICES
VILLAGE OF MOUNT HOREB
DOWNTOWN REDEVELOPMENT PLAN UPDATE

FEBRUARY 22, 2022

Through the work Vandewalle & Associates already has completed for the Village in preparing the Comprehensive Plan Update, previous Downtown Redevelopment Plan, and TID #5 Plan, we have gathered a tremendous amount of information and insight about Downtown Mount Horeb. This will provide us with the groundwork needed to update the Downtown Redevelopment Plan most efficiently.

Building on the adopted Downtown Redevelopment Plan, the update will focus on reevaluating and revising the vision, themes, recruitment strategies, analysis, recommendations, and action steps to reflect projects completed, new Comprehensive Plan recommendations, COVID impacts and revitalization strategies, and other market condition changes. The purpose of this effort will be to connect the Village's other relevant plans with new recommendations in the form of an updated Downtown Redevelopment Plan that can serve as the guiding document for the Village, property owners, business owners, and developers as various public and private improvement projects are undertaken in the area.

The below Scope of Services aims to complete the plan in approximately a 6-month timeframe with all tasks performed for a fixed fee of \$36,000 for the base scope. Any combination of optional tasks may be added to the base scope at the cost per task as indicated in the attached budget.

Work Element 1: Upfront Input and Analysis

Task 1 – Kick-off Site Visit, Property/Business Owner Interviews, CDA/PC Meeting

- a) Kickoff meeting with staff (one 1-hour virtual meeting)
 - Review the project scope and schedule
 - Discussion of the projects completed since 2017 and new objectives of this process.
 - Review of input gathered through the Comprehensive Plan pertaining to the District and TID #5 conditions.
- b) Site Visit: V&A will attend one site visit to conduct the following:
 - Walking tour of Downtown to assess property conditions
 - Up to three hours of in-person meetings with area property/business owners as identified by Village staff. As an alternative, all meetings can be conducted virtually via Zoom.
 - CDA and Plan Commission kickoff meeting to discuss project schedule and gather insight on key components the need to be addressed through the update.

Task 2 – Data Collection, Existing Conditions Analysis, and Base Mapping

- a) Collect data, evaluate existing conditions, and analyze market, real estate, and economic data
- b) Update all relevant base maps and analyze 2017 maps for key areas that need to be updated

Task 3 – In-Person Public Visioning Workshop (one 2-hour meeting)

- a) V&A will organize and facilitate a Public Workshop. The goal will be to gather key public input on the downtown vision, target businesses, themes, and to assist in identifying key subareas.

Task 4 – Online Survey – **OPTIONAL**

- a) V&A will create, host, and summarize an Online Survey via Survey Monkey. This survey will provide an additional opportunity to gather key input from the community, reaching people that are unable to attend the in-person workshop. The goal of the survey will be very similar to that of the workshop in gathering input on the downtown vision, target businesses, themes, and key redevelopment opportunities.

Work Element 2: Document and Graphic Development

Task 5: Reevaluate and Update Key Components of Previous Plan:

- Vision
- Targeted Business Recruitment
- Themes
- Redevelopment Opportunities
- Parking Analysis
- Subareas Recommendations
- Housing and Neighborhoods
- Action Steps/Implementation Strategies

Task 6: Create All New Maps and Graphics

- a) V&A will update all maps from the 2017 Plan and complete one new site design concept graphic for the chosen redevelopment subarea.

Task 7: Additional Site Design Graphic/s - **OPTIONAL**

- a) V&A will complete additional new site design concept graphic for any other selected redevelopment subarea. The cost of this task is dependent on the size of the area, level of detail, and amount of graphics produced. It is anticipated that the cost of this phase will be negotiated through the development of the final project scope and budget within a range of \$4,250-\$6,000 per redevelopment subarea.

Task 8: Create Updated Downtown Redevelopment Plan Draft #1

- a) V&A will complete a full Draft #1 of the Downtown Redevelopment Plan for review by Village staff, the CDA, and Plan Commission. All documents will be provided digitally.

Task 9: Create Updated Downtown Redevelopment Plan Final Draft

- a) V&A will complete a Final Draft version of the Downtown Redevelopment Plan for review by public, Village staff, the CDA, Plan Commission, and Village Board. All documents will be provided digitally.

Task 10: Develop Interactive Storymap of Downtown – **OPTIONAL**

- a) V&A will develop an interactive storymap of downtown Mount Horeb using ESRI ArcGIS Online that will feature and highlight key opportunities, destinations, bicycle and pedestrian connections, and local businesses. It is anticipated that the cost of this phase will be negotiated through the development of the final project scope and budget within a range of \$4,250-\$6,000 depending on the amount of features and functions desired within the online map. [An example of this type of product can be found here.](#)

Work Element 3: Draft Update Review

Task 11: Review Draft Documents, Maps, and Graphics with Village staff (2 one-hour virtual meetings)

- a) V&A will organize, attend, and facilitate two Draft review meetings with Village staff and make appropriate changes to each version to be distributed and presented to the CDA and Plan Commission. The chairpersons for both the CDA and Plan Commission could also be in attendance for each meeting, at their discretion.

Task 12: Review Draft Documents, Maps, and Graphics with CDA and Plan Commission (1 one-hour in-person meetings)

- a) V&A will attend and facilitate a Draft review meeting with the CDA and Plan Commission at joint meetings and make appropriate changes based on feedback provided.

Task 13: Public Open House Review of Final Draft Plan (1 two-hour in-person meeting)

- a) V&A will organize and facilitate a public open house approximately two hours in length to share the proposed plan with interested property and business owners and residents of the community. This meeting will occur on the same evening as Task 13. The document will then be revised to reflect input provided in Task 13 and 14.

Work Element 4: Wrap-Up and Adoption

Task 14: Final CDA and Plan Commission Recommendation Meeting (1 one-hour in-person meeting)

- a) V&A will attend and present the Final Draft Downtown Redevelopment Plan at a public hearing of the CDA and Plan Commission to take formal public comment and recommend the Plan for adoption. The Village Board will also be invited to attend the meeting to hear public feedback and discussion regarding the Final Draft Plan.

Task 15: Village Board Adoption Meeting (1 one-hour in-person meeting) - **OPTIONAL**

- a) V&A will attend and present the Final Draft Downtown Redevelopment Plan to the Village Board at a regular meeting. The Village Board will take formal action in adopting the Plan.

Task 16: Final Document and Graphics

- a) V&A will incorporate final comments as directed by the CDA, Plan Commission, and Village Board and provide one digital copy of the adopted Plan to the Village.

Village of Mount Horeb Downtown Redevelopment Plan Update

Draft Budget

		Hourly Rate	\$200	\$100	\$100	Hours by Position		\$120	\$85		
			Scott	Ben	Dan	\$130	\$185	\$120	\$85		
			Harrington	Rohr	Eckberg	Susan	Dean	Elona	Nema		
		Position	Planning	Planning	GIS	Marketing	Design	Design	Design	Expenses	Total Cost
			Principial	Associate		Principal	Principal	Associate	Assistant		
Task 1	Kick-off Site Visit, Property/Business Owner Interviews, CDA/PC Meeting		8	16	2					\$ 100	\$ 3,500
Task 2	Data Collection, Existing Conditions Analysis, and Base Mapping		1	16	10						\$ 2,800
Task 3	In-Person Public Visioning Workshop (one 2-hour meeting)		6	14	2				2	\$ 50	\$ 3,020
Task 4	Online Survey - OPTIONAL		2	8					4		\$ 1,540
Task 5	Reevaluate and Update Key Components of Previous Plan		8	16		4					\$ 3,720
Task 6	Create All New Maps and Graphics		2	6	16	4	30	12	20		\$ 11,810
Task 7	Additional Site Design Graphic/s - OPTIONAL		1	2			16	2	8		\$ 4,280
Task 8	Create Updated Downtown Redevelopment Plan Draft #1		4	16							\$ 2,400
Task 9	Create Updated Downtown Redevelopment Plan Final Draft		2	6	2		2	2	10		\$ 2,660
Task 10	Develop Interactive Storymap of Downtown - OPTIONAL		2	4	30	2				\$ 100	\$ 4,160
Task 11	Review Draft Documents, Maps, and Graphics with Village staff (2 one-hour virtual meetings)		3	4							\$ 1,000
Task 12	Review Draft Documents, Maps, and Graphics with CDA and Plan Commission (1 one-hour in-person meetings)		3	6							\$ 1,200
Task 13	Public Open House Review of Final Draft Plan (1 two-hour in-person meeting)		3	10	2				2	\$ 200	\$ 2,170
Task 14	Final CDA and Plan Commission Recommendation Meeting (1 one-hour in-person meeting)		3	4						\$ 100	\$ 1,100
Task 15	Village Board Adoption Meeting (1 one-hour in-person meeting) - OPTIONAL		3	4						\$ 100	\$ 1,100
Task 16	Final Document and Graphics			2					4		\$ 540
Total Cost (Tasks 1-16)										\$	47,000
Total Cost (without Optional Tasks)										\$	35,920

Prepared by Vandewalle & Associates
2.22.22



Village of Mount Horeb
Façade/Building Improvement Grant and Loan Application

Date: 2/28/22

Program (circle all that apply): Façade Grant Bldg. Rehab Grant Bldg. Rehab Loan

Project Name: E MAIN ST 108 + 110 FAÇADE REFRESH

Applicant Name: MARK JOHNSON c/o BERKEN CONTRACTING

Project Address: 108 E MAIN ST + 110 E MAIN ST

Applicant Phone Number: 608 516-6223 Email: SRBERKEN@GMAIL.COM

Property Owner (if other than applicant): MARK JOHNSON

Lease Term (if applicable): _____

General Project Description: REMOVE + REPLACE SIDING, TRIM +
OLDER DOORS + OLDER WINDOWS (BOTH UPPER +
STORE FRONT)

Estimated Start Date: 6/1/22 Estimated Completion Date: 7/14/22

Total Project Cost (hard and soft costs): 50,000

Total Grant Requested (\$): 10,000 (2 ADDRESSES) Total Loan Requested (\$): _____

Project Budget (attach additional pages if necessary):

List Individual Project Elements	Total Cost	Grant/Loan Request	Applicant Match (cash)*	Applicant Match (in-kind)*
SIDING MATERIALS	13000			
SIDING LABOR	20000			
WINDOWS UPPER	5000			
WINDOWS + DOORS ON 110 LOWER	12000			
TOTALS	\$50,000	\$10,000 (2 ADDRESSES)	\$40,000	

*Total applicant match must equal at least 75% for façade and/or building rehabilitation grants, or 10% equity for rehabilitation loans. Matching funds may be in the form of cash for grant/loan-eligible project costs, or qualifying costs incurred as part of a building rehabilitation project ("in-kind", for grant program only). See corresponding program information sheet for complete lists of funding- and match-eligible items.

General Contractor: BELKEN Contracting

Contractor Contact Name: SHANE BELKEN Phone Number: 608-516-6223

Selected Bank (for Building Rehab Loan): _____

Bank Contact Name: _____ Phone Number: _____

Applicant Remarks: _____

Applicant's Certification:

The Applicant certifies that all information in this application and all documents submitted in support of this application are given for the purpose of obtaining a grant and/or loan under the Village of Mount Horeb Façade/Building Improvement Program and is true and complete to the best of the applicant's knowledge.

Signature of Applicant: [Signature] Date: 2/28/22

Signature of Property Owner: MARK JOHNSON Date: 2/28/22

Required Attachments:

- ✓ Site/building photos
- ✓ Copy of property lease, land contract or deed
- ✓ Written authorization from building owner (if applicant is tenant)
- ✓ Proof of property insurance
- ✓ Application fee (\$50.00 for each type of funding request), payable by check or money order to "Village of Mount Horeb"

Additional attachments, as appropriate

- ☐ Bids, estimates and/or contracts
- ☐ Site plans, building floor plans, elevations, or other conceptual designs, including colors/materials for façade work
- ☐ Business information, marketing materials, or other relevant documents demonstrating project viability and planned future uses of site/building

Note: Selected bank will require full financial statements and disclosure to evaluate the loan request. Please check with your bank to determine the required information, but submit it only to the bank, not the Village.

Please send this completed application and accompanying materials to:

Rowan Childs, Economic Development Director
138 E. Main Street
Mount Horeb, WI 53572
(608) 437-9417

Estimated Completion Date: 7/14/2022

