VILLAGE OF MOUNT HOREB
E. Main Street
Mount Horeb, WI 53572
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COMMUNITY DEVELOPMENT AUTHORITY AGENDA
Wednesday, October 11, 2023 at 6:00 PM

Municipal Building Board Room
138 E. Main Street
Mount Horeb, WI

1) Call to order
2) Consent Agenda
   a. Consideration of September 13, 2023 Meeting Minutes
   b. Economic Development Director's report
   c. Mount Horeb Area School District report
   d. Mount Horeb Area Chamber of Commerce report
3) Agenda Items
   a. Presentation: Downtown Redevelopment Planning Primary Research
   b. Review Residential Improvement Program
   c. Update on Parking Study
4) Meeting adjournment.

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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COMMUNITY DEVELOPMENT AUTHORITY AGENDA
Wednesday, September 13, 2023 at 6:00 PM

DRAFT MEETING MINUTES

1) Call to order

Marc Schellpfeffer called the meeting to order at 6:00 PM. Present were Ben Vondra, Ryan Czyzewski, Marc Schellpfeffer, Andy Baber & Karen Tetzlaff. Todd Fritz & Barb Case were absent. Also present were Village Administrator, Nic Owen, Kristin Fish-Peterson & Office Assistant/Deputy Clerk, Katie Jelle.

2) Consent Agenda

There were no questions or comments regarding the information provided. Motion by Czyzewski to approve the Minutes & Consent Agenda, second by Baber. Motion carried.

a. Consideration of August 9, 2023 Meeting Minutes

b. Economic Development Director's report

c. Mount Horeb Area School District report

d. Mount Horeb Area Chamber of Commerce report

3) Agenda Items

a. Facade Grant Application: Olson's Flowers, 214 E Main Street

Owen explained the application that was received from the new owners of Olsons Flowers. All requests on the application were eligible for the grant. Czyzewski commented that he felt this was the exact purpose of the grant. Motion made by Tetzlaf to approve the application, 2nd by Vondra. Motion carried.

b. Presentation/Discussion: Assistance with increasing daycare opportunities

Rachel LaCasse-Ford from Mount Horeb Chamber of Commerce & Hannah Elert from 4-C's Childcare Resource Center presented creating a program to assist with the increase in Daycare needs in the community. They explained the need for childcare & the barriers that providers

encounter. The objective of the Community Coalition is to facilitate the opening of 12 regulated in-home Childcare Providers in Mt Horeb over the next 5 years. They would like to offer a $500 reimbursement to newly licensed/certified providers. The CDA agreed to recommend that the Village Board approve this request.

c. Presentation and Discussion: Downtown data contributing towards the downtown redevelopment plan

Fish-Peterson presented downtown data contributing towards the Downtown Redevelopment Plan. She included Mt Horeb population trends, Age Cohort Trends, Educational Attainment, Employment by Industry, Household Income, Home Values & Visitor Traffic.

4) Closed Session

Czyzewski moved, Tetzlaff seconded to convene to closed session at 7:00 PM. Motion carried. Members present were Vondra, Czyzewski, Schellpheffer, Baber & Tetzlaff. Also present were Owen & Fish-Peterson.

a. Closed Session: Discussion/Recommendation: Purchase of Steinhauer Property (107 W Washington St) The Community Development Authority may convene in closed session as authorized by Wisconsin State Statutes 19.85(1)(e) for the purpose of deliberating or negotiating the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. The Community Development Authority may reconvene in open session and discuss and take action on the subject matter discussed in closed session.

Czyzewski motioned to go into closed session. Seconded by Tetzlaff. Motion carried. Members present were Vondra, Czyzewski, Schellpheffer, Baber & Tetzlaff.

5) Meeting adjournment.

Tetzlaff moved, Czyzewski seconded to adjourn the meeting at the end of closed session.

REDEVELOPMENT RESOURCES

October 2, 2023

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities to date:

1. Meetings in person and virtual
    a. Nic Owen individually (in person, phone and emails)
    b. Village Board, CDA meetings
    c. Emails, virtual meetings, and phone calls with prospective new downtown business
    d. City department directors meeting
    e. Chamber Board meeting
    f. Ongoing conversations with potential prospects for redevelopment of Karakahl
    g. Retention calls on three Mount Horeb businesses
    h. Ongoing conversations with a property owner in Downtown (for possible future transition) related to parking
    i. Meeting with Jeff Lukken to present offer to purchase land north of Mount Horeb
    j. Outreach to residential developers for their interest in Mount Horeb
    k. Emails with MSA regarding parking study interviews
    l. Emails and phone calls with developer regarding prospects for filling downtown development
    m. Meeting and phone calls with property owner of downtown land for future Village acquisition
    n. Emails regarding funding for childcare in Mount Horeb

2. Research
    a. Ongoing research for presentation at October CDA meeting
    b. Preparation of training segment and reporting for CDA
    c. Research regarding funding options for land acquisition by municipalities

3. Attendance at Fall WEDA conference with information gathering and networking with professionals about topics relevant to Mount Horeb

Board of Education Recap

Resumen de la Junta de Educación

October 2, 2023

Our Board of Education met last night. Below, please find several highlights from their important work.

2023-2024's first Student Spotlight goes to first grader, **Fiona Ellis**! Fiona was nominated by several Primary Center staff members, including her teacher, **Mrs. Tricia Gloudemans**. The nomination team wrote, "From the first day of school Fiona has not only helped a student in her class who sustained an injury over summer, but she also is seen playing with students on the playground when she observes that they have no one else to play with. She always goes out of her way to be kind and helpful to everyone."

Mr. and Mrs. **Nick** and **Alisha Ellis**, along with big brother **Lincoln**, kindly participated in this picture celebrating Fiona. Also included are Principal **Rachael Johnson**, Board liaison to the ELC/PC **Mr. Adam Mertz**, nominating staff members, and myself.

2025 International Travel Experience: Our world languages department, is planning an opportunity for students to travel to France and Belgium during spring break of 2025. They proactively sought the Board's approval so that participants can maximize opportunities for fundraising. The Board approved the trip, 7-0.

In other action items, the Board:

- ⇒ wrote this letter encouraging the legislature to approve a bill under consideration which, if approved, would allow Wisconsin's schools to start before September 1.
- ⇒ approved a settlement offer based on a class action suit the District enjoined against the Altria Group. Altria, a maker of tobacco products, is the second settlement the District has received from vape companies. While this settlement was considerably smaller than the amount received from JUUL ($12,793), the District intends to continue utilizing these dollars toward training and combatting the use of tobacco, alcohol, and other drugs.
- ⇒ reviewed a new procedure designed to address rare instances of breaches to the Board's Policy #150, "Board Governance, Roles, and Responsibilities." By "owning" the responsibility for monitoring their own performance the Board is modeling the importance of holding high expectations for everyone throughout the organization.
- ⇒ considered two policies, one that might have particular interest in our community Board policy 345.64 "Issuance of Diplomas to Veterans Who Left School to Join the Military."

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

Board of Education Recap

Resumen de la Junta de Educación

Thank you to all those who came to last night's Board meeting in support of our faculty. They are deserving of the support shown (and then some). The community resoundingly prioritized "the recruitment and retention of high-quality staff," during May's Strategic Plan survey.

Below, is a message that the District's Senior Leadership Team sent to all faculty members on Friday morning. **The Board's ability to offer historic and competitive wage increases is only possible because of your support during last November's operational referendum.**

On behalf of all our Vikings, we remain profoundly grateful for the community's generosity.

MHASD Board Wants to Continue Making Historic Investment in Salaries

We think it would be helpful to supplement last night's MHEA update by providing you additional information about the status of the Board's 2023-2024's negotiations with Mount Horeb Education Association's leadership.

Based on the surprised reactions received while speaking with those who have asked, it appears some faculty members are unaware that **Act 10 limits total base wage increases to the CPI-U only for certified unions.** (This is not the Board's rule, and we don't like it either.) This year, the CPI-U is 8%. MHASD's Board of Education is one of only a few offering an 8% increase on total base wages. All administrators, save the superintendent, received a 9% salary increase and support staff received a wage increase of 20+% for 2023-24. These increases are possible because these employees are not governed by the limitations imposed by Act 10.

But wait... there's more: The negotiation of total base wages is only the first part of this year's process. Once the negotiation of total base wages is concluded (both the Board and the MHEA have proposed the maximum 8% increase), **the Board has already told the MHEA leadership the Board wants to give even more money in faculty raises.**

The Board has proactively allocated a substantial amount more for supplemental salary increases through a "meet and confer process." **The Board's team has no preconceived notion about how these dollars should be distributed.** Supplemental salary includes, but is not limited to, the potential for level advancement (which helps to further honor faculty members' experience), co-curricular schedule, or even consideration of an entirely new salary schedule (as was proposed by the MHEA's leadership). During last night's discussions, the Board's team confirmed any salary increase would be applicable to new hires.

For 2023, MHASD really is fortunate to be in a better position than many other districts in our region. **This year's historic total compensation increases will have a significant impact on our dedicated faculty members.**

> **Total Compensation Increase** = Total Base Wages + Supplemental Salary Increases + Robust Benefit Package

The Board's negotiations team looks forward to meeting with the MHEA leadership on October 10. **We want to get these historic salary increases out as quickly as possible.**

We appreciate you taking the time to read through this information. We continue to have deep admiration for the amount of time, work, and energy you routinely demonstrate in supporting our children. We hope you have a great weekend!

Board of Education Recap

Resumen de la Junta de Educación

2 de octubre de 2023

Nuestra Junta de Educación se reunió anoche. A continuación, encontrará varios aspectos destacados de su importante trabajo.

¡Primer evento estudiantil destacado de 2023-2024 va para la estudiante de primer grado**, Fiona Ellis**! Fiona fue nominada por varios miembros del personal del Centro Primario, incluida su maestra, la **Sra. Tricia Gloudemans**. El equipo de nominación escribió: "Desde el primer día de clases, Fiona no solo ha ayudado a un estudiante de su clase que sufrió una lesión durante el verano, sino que también se la ve jugando con los estudiantes en el patio de recreo cuando observa que no tienen a nadie más a quien atender. jugar con. Ella siempre hace todo lo posible para ser amable y servicial con todos".

El Sr. y la Sra. **Nick** y **Alisha Ellis**, junto con su hermano mayor **Lincoln**, participaron amablemente en esta fotografía que celebra a Fiona. También se incluyen la directora **Rachael Johnson**, el enlace de la junta directiva con ELC/PC, el Sr. **Adam Mertz**, los miembros del personal que nomina y yo.

Experiencia de viaje internacional 2025: Nuestro departamento de idiomas mundiales está planeando una oportunidad para que los estudiantes viajen a Francia y Bélgica durante las vacaciones de primavera de 2025. Buscaron de manera proactiva la aprobación de la Junta para que los participantes puedan maximizar las oportunidades de recaudación de fondos. La Junta aprobó el viaje, 7-0.

En otros puntos de acción, la Junta:

- ⇒ escribió esta carta alentando a la legislatura a aprobar un proyecto de ley en consideración que, de ser aprobado, permitiría que las escuelas de Wisconsin comenzaran antes del 1 de septiembre.
- ⇒ aprobó una oferta de acuerdo basada en una demanda colectiva que el Distrito prohibió contra el Grupo Altria. Altria, un fabricante de productos de tabaco, es el segundo acuerdo que el Distrito recibe de empresas de vapeo. Si bien este acuerdo fue considerablemente menor que la cantidad recibida de JUUL ($12,793), el Distrito tiene la intención de continuar utilizando estos dólares para capacitar y combatir el uso de tabaco, alcohol y otras drogas.
- ⇒ revisó un nuevo procedimiento diseñado para abordar casos raros de incumplimiento de la Política #150 de la Junta, "Gobierno, funciones y responsabilidades de la Junta". Al "asumir" la responsabilidad de monitorear su propio desempeño, la Junta está modelando la importancia de mantener altas expectativas para todos en toda la organización.
- ⇒ consideró dos políticas, una que podría tener particular interés en la política de la Junta 345.64 de nuestra comunidad "Emisión de diplomas a veteranos que abandonaron la escuela para unirse al ejército".

Estoy orgulloso de ser vikingo, y espero que tú también.

Board of Education Recap

Resumen de la Junta de Educación

Gracias a todos aquellos que asistieron a la reunión de la Junta de anoche en apoyo de nuestra facultad. Se merecen el apoyo mostrado (y algo más). La comunidad priorizó rotundamente "la contratación y retención de personal de alta calidad" durante la encuesta del Plan Estratégico de mayo.

A continuación se muestra un mensaje que el Equipo de Liderazgo Senior del Distrito envió a todos los miembros del personal docente el viernes por la mañana. **La capacidad de la Junta para ofrecer aumentos salariales históricos y competitivos sólo es posible gracias a su apoyo durante el referéndum operativo del pasado noviembre.**

En nombre de todos nuestros vikingos, seguimos profundamente agradecidos por la generosidad de la comunidad.

La junta directiva de MHASD quiere seguir realizando inversiones históricas en salaries

Creemos que sería útil complementar la actualización de MHEA de anoche brindándole información adicional sobre el estado de las negociaciones de la Junta para 2023-2024 con el liderazgo de la Asociación de Educación de Mount Horeb.

Según las reacciones de sorpresa recibidas al hablar con quienes preguntaron, parece que algunos miembros del profesorado no son conscientes de que **La Ley 10 limita los aumentos totales del salario base al CPI-U sólo para los sindicatos certificados**. (Esta no es la regla de la Junta y tampoco nos gusta). Este año, el IPC-U es del 8%. La Junta de Educación de MHASD es una de las pocas que ofrece un aumento del 8% sobre el salario base total. Todos los administradores, excepto el superintendente, recibieron un aumento salarial del 9 % y el personal de apoyo recibió un aumento salarial de más del 20 % para 2023-24. Estos aumentos son posibles porque estos empleados no se rigen por las limitaciones impuestas por la Ley 10.

Pero espera... hay más: La negociación de los salarios base totales es sólo la primera parte del proceso de este año. Una vez concluida la negociación de los salarios base totales (tanto la Junta como la MHEA han propuesto el aumento máximo del 8%), **la Junta ya le ha dicho a los líderes de MHEA que quiere donar aún más dinero en aumentos para el personal docente.**

La Junta ha asignado de manera proactiva una cantidad sustancial más para aumentos salariales suplementarios a través de un "proceso de reunión y conferencia". **El equipo de la Junta no tiene ninguna idea preconcebida sobre cómo se deben distribuir estos dólares.** El salario suplementario incluye, entre otros, el potencial de avance de nivel (lo que ayuda a honrar aún más la experiencia de los miembros de la facultad), un cronograma cocurricular o incluso la consideración de un cronograma salarial completamente nuevo (como propuso el liderazgo de MHEA). . Durante las discusiones de anoche, el equipo de la Junta confirmó que cualquier aumento salarial se aplicaría a las nuevas contrataciones.

Para 2023, MHASD realmente tiene suerte de estar en una mejor posición que muchos otros distritos de nuestra región. **Los aumentos históricos de compensación total de este año tendrán un impacto significativo en nuestros dedicados miembros del cuerpo docente.**

Aumento de remuneración total = Salarios totales de Vas + Aumentos salariales complementarios + Paquete de beneficios sólido

El equipo de negociaciones de la Junta espera reunirse con los líderes de MHEA el 10 de octubre. **Queremos sacar lo más rápido posible estas subidas salariales históricas.**

Agradecemos que se tome el tiempo de leer esta información. Seguimos sintiendo una profunda admiración por la cantidad de tiempo, trabajo y energía que demuestran habitualmente para apoyar a nuestros hijos. ¡Esperamos que tengas un gran fin de semana!

October 2, 2023

MOUNT HOREB AREA CHAMBER OF COMMERCE MEMBER NEWSLETTER 100 YEARS 1923 - 2023

Chamber Board | Chamber Trustees | Event Media Kits | Member Guides | Refer a New Member!

Happy Monday!

Fall Village Market was a lot of fun this past weekend! Thank you to all of our volunteers who helped out - we really can't pull these big events off without volunteers, so thank you for giving up your time to help us out!

We also want to thank our sponsors for making this event possible: **Open House Imports**, **Spellerific**, **McFee on Main**, **Buck & Honey's**, and of course our **Trustee Sponsors** who help make all of our events and programming possible. A big shout-out to **MHTC** for providing free wi-fi to our vendors. Thank you!

I am looking forward to another special session of **Good Morning, Mount Horeb** this Wednesday, October 4. The session topic originated with Officer Adam Fell, one of our local Mount Horeb police officers, who wanted to put together an event showcasing mental health resources in our community. Officer Fell has invited speakers from **NAMI**, **Journey Mental Health Center**, **Viva Infusions**, and **Mount Horeb Counseling** to speak to us about resources available in our area for ongoing care as well as for responding in a crisis. You never know when this information may be needed for you or someone you know, and so I hope you will join us! **Register here.**

Our next big community event will be **Witches' Night Out**, coming up on **October 12**. You can still grab Wicked Witch Tickets if you want a fancy swag bag and signature glass. Otherwise, I hope you will come on down and enjoy a really fun evening. There will be some new features this year that you won't want to miss! **Buy tickets here.**

The **Mount Horeb Community Coalition** has been working hard on a number of issues facing our community, one of which is the availability of child care. We have a number of fantastic child care centers in our community, but with a waiting list of over 150, there is a serious need to grow capacity. In response to this issue, the Coalition is rolling out the **Mount Horeb Child Care Initiative**, through which we hope to catelyze the opening of in-home providers to support and work alongside our existing providers. We are kicking off this initiative with our first **Certified In-Home Provider Info Session** on **October 18** at **7:00pm** at the **Mount Horeb Library**. These info sessions (which will be offered quarterly) will provide information about how to become a certified in-home child care provider, what resources are available to help you get started, and more. Please share this invitation with your friends and family who may be interested in attending.

Last week I attended a conference for chamber executives throughout the state, and this topic came up again and again as one many communities are working to address. I felt proud that we are one of the few communities with plans to address this issue already underway. I am so grateful to the Village of Mount Horeb and the Mount Horeb Area School District for their continued collaboration when it comes to addressing the most pressing needs in our community. None of us can solve these issues alone, but together, we can make a huge impact!

Finally, I am excited to announce the release of another episode in our**Meet Your Makers Series**, part of our **Meet Mount Horeb Podcast**. This week's episode features **Lindsey Yoder**, co-owner of **Sign Art Studio**. **Listen here** or subscribe on **Spotify** or **Amazon Music**.

Have a great rest of your week!

Rachel LaCasse-Ford, President/CEO
rlacasseford@trollway.com
608-437-5914
Schedule a Meeting with Me!

UPCOMING MEETINGS

October 12
Business Advocacy Committee

October 17
Tourism Events Committee Meeting

October 19
Membership Committee

October 27
Executive Committee Meeting

Every Monday
Online Office Hours
with Rachel!

COMMUNITY CALENDAR

Estate Jewelry Sale
Sep 30-Oct 14, 2023
Submitted by: **Bergey Jewelry**

Mt. Horeb Mental Health and Wellness Fall Festival
Oct 7, 2023
Submitted by: **Snapdragon Farm & Stables & Natural Wisdom Counseling**

Trails & Tasting - A Hiking Event
Oct 7, 2023
Submitted by: **Bethel Horizons**

19th Century Meet-and-Greet with the Surly Surveyor
Oct 8, 2023
Submitted by: **Driftless Historium**

See More Events on the Community Calendar

How do I submit an event?

THANK YOU
for joining us!

Thank you for joining us for **Fall Village Market** this weekend!
Please share your photos with us!

NETWORKING
networking

Good Morning, Mount Horeb
Martinson Hall

Date: **October 4 @ 8:00am**
First Wednesday of the Month

Special Session:
Mental Health Resources in Our Community

Featuring speakers from local and regional mental health service providers, as well as our local first responders. Learn about mental health preventative care, and what to do in a crisis.

NAMI
Journey Mental Health Center
Viva Infusions
Mount Horeb Counseling

Sponsored by:
The Mount Horeb Police Department

& the Chamber

Register
Registration is appreciated but not required. Open to members and non-members.

Sign up to speak at an upcoming event.

Member Meet-Up

Chamber Conference Room

Date: **October 11 @ 4:00pm**
Second Wednesday of the Month

Afternoon Session
Structured networking event, limited to 10 or fewer. Bring business cards and leave with new connections!

Register
Please register in advance.

New Episode!

MEET MOUNT HOREB PODCAST

MEET your MAKERS

MEET Lindsey Yoder

SIGN ART STUDIO

LISTEN HERE

ADVOCACY
advocacy

it takes a village
MOUNT HOREB
CHILD CARE INITIATIVE

HOW TO BECOME A CERTIFIED IN-HOME CHILD CARE PROVIDER

INFO SESSION
October 18 | 7:00pm
Mount Horeb Library

Session is sponsored by the Mount Horeb Community Coalition
and is not affiliated with the Mount Horeb Library

LEARN MORE & REGISTER

TOURISM EVENTS
tourism events

Help us promote **Witches' Night Out** by utilizing our **event media kit**! Download the event logos, social posts and stories, and use our suggested hashtags to connect your business to our events!

DOWNLOAD MEDIA KIT

MAXIMIZE YOUR MEMBERSHIP

tips to help you make the most of your chamber membership

Save on Meeting Room Rental & Printing Projects

Chamber Members save on renting the **Welcome Center Meeting Room**. Non-profits and Trustee Members enjoy complimentary, unlimited use of the Meeting Room. **Reserve here!**

Do you have a **small printing job** but don't want the hassle of running to Madison? Members enjoy discounted pricing on black & white and color printing, including special sizes and paper weights, dual-sided printing, and stapling. **Email us to learn more!**

Need Troll Maps?

You can submit a request for **Troll Maps, Community Guides, Sugar River Valley Maps,** and **Relocation Guides** on our website!

Fill out the request, and in the **comment box**, let us know how many

of each publication you would like.

If you'd like to **pick up** the items at the Mount Horeb Welcome Center, let us know that in the comment box. Otherwise, we will **mail them** to you or **drop them off**.

SUBMIT REQUEST

Download Your Membership & Event Sponsorship Guides

Learn about opportunities for members in 2023, including:

- Member Events Sponsorships
- Networking Events
- Educational Events
- Tourism Event Sponsorships

& More!

DOWNLOAD GUIDES

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 several Tax Incremental Financing Districts in Mount Horeb. There are special funding opportunities in the different districts.
A TID Manual, Joint Review Board Common Questions

VILLAGE OF MOUNT HOREB

Please contact Nic Owen, Village Administrator, for additional information.

Village of Mount Horeb
(608) 437-6884
mounthorebwi.info

BUSINESS EDUCATIONAL OPPORTUNITIES

business educational opportunities

Did you know there are free resources to help small business owners?

SCORE has the largest network of free volunteer small business mentors in the nation. No matter what stage your business is at, SCORE has a mentor for you. Easily request a mentor to help you start, grow, or transition your business today! **Learn More**

SCORE

SBDC Wisconsin

The Wisconsin Small Business Development Center (SBDC) offers consulting, education, referrals, sophisticated tools and resources, whether you're just getting started or looking for ways to improve your business. **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.

PUTTING DREAMS to WORK Since 1987
WWBIC
ENTREPRENEURSHIP
FINANCIAL IMPACT
- EDUCATION
- LENDING
- COACHING

Small Business Resources
COVID-19 Loan Program
WWBIC On-Demand Classes
Business Financing
Other Resources

Visit: www.wwbic.com

RESOURCES
learn more!

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 community and take pride in being community leaders.

I'm Interested in becoming a Chamber Trustee

MHACC | 300 E Main St, Mount Horeb, WI 53572 www.mounthorebchamber.com

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Downtown

Mount Horeb, WI

Primary Research

Types of Primary Research

- Interviews
- Focus Groups
- Surveys (online or in person)
- Visits to competitors' or peer locations

Categories of Stakeholders

- Property owners
- Business operators
- Shoppers/Visitors
- Residents
- Professionals
  - Realtors
  - Bankers
  - Insurance agents
  - Attorneys/Accountants
  - Service providers

- Conduct interviews
  - In pairs or teams?
  - Individual interviews?
- Host Focus Groups
  - In partnership with Chamber?
  - CDA participation?
- Implement online resident survey
- Gather ideas from our individual travels

By next month we will have XX interviews and X focus groups completed

What kinds of things do we want to know?

- How often do you come to downtown Mount Horeb?
- Why do you come downtown?
  - Shopping?
  - Recreation?
  - Events?
  - Services?
  - Village Hall?
  - Attractions?
- What would make you want to come downtown more often?
- What do you like most about downtown?
- Have you been to other downtowns where they have something you would want in Mount Horeb?
  - What is it?
- Complete this sentence: Downtown Mount Horeb would be perfect if it

  _____

  _____
- What makes your trip downtown challenging?
- What would you change about downtown Mount Horeb if you could?
- What is the best kept secret about downtown Mount Horeb?

Types of Improvements

Small Scale Improvements

- Bike racks
- Benches
- Hanging planters
- Signage
- Policy for displays

Impact Level Improvements

- Loan and grant programs for property improvement
- Art installations, murals
- Alley activation
- Lighting small segments, patios, alleys
- Parklets, sidewalk use

Transformative Improvements

- New buildings
- New green space
- New features/attractions
- New parking areas

Policies and Programs

Examples of new policies

- Signage, sandwich boards
- Outdoor displays
- Sidewalk use
- Alcohol/open container
- Colors and styles for buildings
- Materials for exterior improvements
- Hours of operation
- Types of businesses
- Shared social media marketing
- Parking
- Storage, garbage policies

Examples of new programs

- Loan and grant programs for façade and overall improvements
- Cooperative marketing programs
- Business recruitment programs
- Business assistance programs
- Event programs
- Safety programs
- Cleanliness, cleanup programs
- Volunteer programs
- Training on code compliance

Implementation Methods

- Staff-led

- Connect Communities (Main Street Lite)
  - Still staff-led but with some structure from the State

- Business Improvement District (BID)
  - A BID (Business Improvement Districts) is a tool a municipality can implement that creates a geographic area within the municipality to be specially assessed, and the additional tax revenue proceeds go to fund an operational plan (set of activities) developed by the Business Improvement District members.
  - The total assessed value (2022) of the parcels downtown is $51M.
  - If downtown property owners were assessed $1.50/$1000 we could raise $76,600.
  - If downtown property owners were assessed $3/$1000 it would be $153,200.

Discussion

Next Steps

- Conduct interviews
- Implement survey
- Convene focus groups if desired
- Work on property inventory

VILLAGE OF
MOUNT HOREB

AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
October 11, 2023	

AGENDA ITEM # 3.b

Review Residential Improvement Program

BACKGROUND

Our Residential Improvement Program was wildly successful in its first year. I would like CDA members to review the program again and make recommendations for any changes to the Village Board for 2024. One item for clarification from last year's program is adding language to make potential applicants know they should only submit one application for the entire project rather than individual applications for each item of work included in the project. The program provided up to $5,000 per property for exterior improvements and the total budget in 2023 2as $25,000.

Additionally, I have had an inquiry from a homeowner if we would consider adding retaining walls as an approved cost. They are looking at replacing a retaining wall that is shared with a neighboring property and could benefit from the program. I'm not looking for action on this tonight. I just wanted to get the program back on your radar and start the discussion so we can make recommendations at our November meeting.

RECOMMENDATION

ATTACHMENTS

1. Residential Exterior Improvement Program 2024

HERITAGE
COMMUNITY
OPPORTUNITY

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Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM

Commented [NO1]: BOLD to make sure one app form turned in!

PURPOSE
The Village Board has authorized the creation of the Residential Exterior Improvement Program, (program). The purpose of the program is to encourage the upkeep and appearance of owner-occupied residential homes, as well as mitigate the presence of blighted properties, within the residential districts of the community.

The program provides matching grants up to $5,000 for projects that help maintain and enhance the overall attractiveness and vitality of residential districts that are consistent with community expectations and neighborhood preservation; as well as removing blighting influences, which can diminish property values in and around the subject residence. The program is intended to provide financial assistance in order to spur individual investment into one's own home. The grant funds are meant to serve an important secondary role to private financing for improvement projects.

The Village Board has developed the following set of goals regarding the program's purpose.

1. Maintenance and Improvement
    a. Encourage public and private efforts to maintain and improve the community.
    b. Promote the attractiveness of Mount Horeb as a preferred location to live.
    c. Encourage maintenance and improvements of existing residences.

2. Preserve Neighborhood Stability and Property Values.
    a. Maintain the Village's neighborhood cohesiveness.
    b. Maintain the Village's residential appeal and preserve property values by mitigating and/or eliminating blighting influences.

DEFINITIONS
Designated Area: The program applies to residential zoned properties within TID 5 or within a half-mile of the boundary of TID 5 that are located within the Village of Mount Horeb, as identified on the attached map.

Exterior Features: Areas of a home/property that are visible from the public right-of-way. Refer to "Eligibility" below for examples.

ELIGIBILITY
Available funds will be used to provide grant monies for the purpose of maintaining and improving the exteriors of residential properties within neighborhoods located within applicable TID proximities. The eligibility criteria are as follows:

1. Property / Applicant Eligibility
    a. The home must be over 25-years old.
    b. The home owner must have owned and lived in the home for at least 5-years.

c. The assessed value of the home cannot be over 125% of the average assessed home value in the Village of Mount Horeb, as established by the Village Assessor on an annual basis.

2. Eligible Projects
    a. Any improvements must be visible from the public right-of-way.
    b. Repair/replacement of the building's original materials and decorative details.
    c. Replace exterior material with modern material (i.e. vinyl siding).
    d. Cleaning of exterior building surfaces.
    e. Tuck pointing and masonry repair.
    f. Painting of exterior building surfaces.
    g. Repair of entrances, doors, windows, transoms, or other public exterior elements that have fallen into disrepair (broken, damaged, missing, etc.). If repair isn't possible or cost prohibitive, the Community Development Authority will consider, with final approval from the Village Board, replacement rather than repair of these items.
    h. Roof repairs
    i. Replacement of non-hard surface driveways (gravel, grass, etc.) with hard surface materials (asphalt, concrete, pavers, etc.) or repair of hard surface driveways.
    j. Removal of tree stumps that are located in the front or side setbacks, or terrace.
    k. Other construction activities to improve the exterior of a building as approved by the Village Board.

PROGRAM REQUIREMENTS

1. Projects shall occur within the Designated Area as defined above.
2. Projects must commence and be diligently pursued to commencement within six (6) months of the grant approval date, with project completion within (1) year of approval. In rare cases, likely due to extenuating circumstances, the Village Board may allow completion extensions upon request of the applicant. The Village Board reserves the right to eliminate project funding if not completed within the specified time period and is not obligated to grant extensions.
3. Projects shall comply with all applicable Village zoning and development standards and requirements and must receive all applicable building permits and inspections throughout the construction process.
4. Projects shall be consistent with and further the stated goals and objectives of the program and TID project plans.
5. Applicants must include detailed drawings and specifications with application. A drawings/design plan must be submitted. The Village Board may require drawings to be submitted by an architect. The plans must include:
    a. Detailed site plan using adequate scale to be easily and clearly understood. Ideally, said plan shall be drawn to a minimum scale of 1"= 100'.
    b. Current condition photos to provide adequate "before and after" shots.
    c. Construction / reconstruction time schedule, noting start and completion date.
6. **Applicants MUST submit at least two contractor proposals that MUST be used for construction/installation**. If the applicant has a difficult time obtaining two contractor proposals, they are encouraged to contact the Village Administrator to discuss possible solutions. The actual Village Board approved contractor proposal must be used for completion of the project. Any change in contractor does require additional approval by the Village as indicated below in number 11. The Village Board retains the right to request additional proposals.
7. **NO funding will be provided for purchased materials or labor provided personally by the applicant or any other party besides the contractor approved to complete the work.**
8. Applicants must take out the appropriate building permits. No license, registration, or permit in

the Village of Mount Horeb shall be issued or renewed until all delinquent Village taxes, assessments, and forfeitures from Village ordinance violations and all due bills of the Mount Horeb Utilities are paid in full.

9. Minor changes to the project will require submittal and approval by the Village Administrator. Significant project changes, as determined by Village Administrator, will require approval of the Village Board.
10. The Village Board reserves the right to cancel any grant agreement if conditions of the program guidelines and agreement are not met in any way, shape, or form.
11. Concurrent applications from the same applicant shall not be allowed. An applicant may re-apply for another project after any existing project by the same applicant is completed to the satisfaction of the Village Board.
12. Total grant funding for any single property may not exceed two (2) grants, regardless of dollar amount, within any four (4) year period.
13. The Community Development Authority will review each application and forward on a recommendation to the Village Board. The Village Board will have the ultimate authority to determine whether an application has met the criteria for approval, and may impose certain design conditions on approved projects.

PROCESS

1. Applicant submits one grant application for the entire project, contractor proposals/quotes, and site plan to Village Administrator, 138 E Main Street.
2. The application is sent to the Community Development Authority for initial review and to make a recommendation to the Village Board.
3. Village Board reviews the application materials and approves or denies the funding request. If approved, the Village Board may place conditions on the proposed project. If denied, applicant may submit a revised application and repeat process.
4. Applicant submits building permit with final design plans as required by Village code.
5. Building Inspector reviews and approves permit.
6. A “letter of agreement” is drafted by Village staff that identifies the terms of the agreement. All parties execute said letter.
7. Construction/Installation begins. Applicant has six (6) months from the execution date of the agreement to begin implementation of approved improvements. Any plan changes would require approval according to number 11 in the Program Requirements section.
8. Construction/Installation is completed within one (1) year of grant award.
9. Applicant contacts the Village Administrator to request a project review to see if all code requirements and Village Board imposed conditions have been met. The Village staff member reviewing the work will sign the Project Close Out Form.
10. Applicant provides the completed Project Close Out Form with signatures from the property owner, contractor, and Village Staff member who reviewed the work; itemized invoices for the project; and proof of payment of their portion of the project costs to the Village Administrator, along with the completed Project Close-Out form. While a construction lien waiver is not required, it is recommended that the applicant consider obtaining appropriate construction lien waiver(s) from the contractor(s) for the project.
11. Once the Village Administrator has reviewed the Project Close-Out form and provided documentation, the Village Administrator will provide the documentation to Village Treasurer to review before issuing payment to the contractor or reimbursement to the property owner for their payment to the contractor.

GRANT CYCLE AND DUE DATES

The initial application deadline for grant requests will be the first Monday in April. The requests will then be reviewed in order of receipt by the Community Development Authority and the Village Board at their regularly scheduled meetings. Applications will continue to be accepted if funds are still available after the initial application deadline. All applications received by the first Monday of the following months after April will be reviewed by the Community Development Authority and Village Board at their regularly scheduled meetings in batches.

FUNDING AVAILABILITY

The program is specifically a matching grant program based on the criteria below:

1. The Village Board has available a limited amount of funding. Applications will be reviewed in batches as they are received. Grants may be awarded only if the Village Board has adequate funds available for this program.
2. Program funds may be used to grant up to 50% of the total project costs, not to exceed $5,000. Therefore, to receive this maximum amount a project would require at least $10,000 in total project cost. Actual project costs may be greater than this maximum amount; however, such costs shall be the sole responsibility of the applicant.
3. The Village shall only provide up to a maximum of $25,000 worth of grants on an annual basis.

PROGRAM EXPIRATION

The residential exterior improvement program will expire if one of the following occurs:

1. When the allocated TID project plan funds have been spent, unless additional funding has been authorized by the Village Board up to a maximum of $25,000 annually.
2. When the allowable TID expenditure period has expired.
3. When the Village Board chooses to eliminate or amend the program.

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RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM

GRANT APPLICATION

(Please complete and submit one application for the complete project)

APPLICANT INFORMATION

Applicant Name _____

Property Address _____

Phone _____ Email _____

PROPERTY INFORMATION

Year Home Built _____ Purchase Year of Home _____

Assessed Value of Home $_____

PROJECT INFORMATION

Proposed Start Date _____ Proposed Completion Date _____

Contractor Name _____ Contractor License # _____

Contractor Address _____
Street City State Zip

Contractor Phone _____ Contractor Email _____

Total Project Estimate $_____ Grant Request $_____

Other funding sources that will be used: _____

Project Narrative (attach additional sheets if necessary).
Please include information related to the work that will be done, colors that will be used, why there is a need for the project, and other information that will be relevant to making a decision on the grant application.

_____

_____

_____

_____

DOCUMENTS TO INCLUDE

- ☐ Two contractor proposals
- ☐ Site plan
- ☐ Copy of Contractor License
- ☐ Proof of Insurance
- ☐ Photos of what will be repaired

Certification: The information provided above is true and accurate to the best of my knowledge and I have read and understand the guidelines of the Village of Mount Horeb Residential Exterior Improvement Program and agree to abide by its conditions. I acknowledge that the Village Board has the right to terminate this agreement under the Residential Exterior Improvement Program if I, as the applicant, am found to be in violation of any conditions set forth in the guidelines of the program. I understand this is a matching grant up to $5,000.

Applicant Signature _____ Date _____

Office Use Only	
Date Application Received:	Does this applicant qualify for a building permit? ☐ Yes ☐ No
Community Development Authority Review Date: _____ ☐ Recommended approval without conditions ☐ Recommended approval with conditions ☐ Recommended denial Recommended conditions or reason for denial (if applicable):	
Common Council Review Date: _____ ☐ Approved without conditions ☐ Approved with conditions ☐ Denied (reasons below) Conditions or reason for denial (if applicable): _____ _____ Authorized Grant Amount: _____	
Date Check Issued:	

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RESIDENTIAL EXTERIOR IMPROVEMENT PROGRAM

PROJECT CLOSE-OUT

Grant Recipient _____

Property Address _____

☐ Attach photos of completed project.

By signing below, you verify that all work on this project had been completed to the best of your knowledge and, in your opinion, is acceptable to you and completed in accordance with the requirements of the Residential Exterior Improvement Program and consistent with the nature of this application.

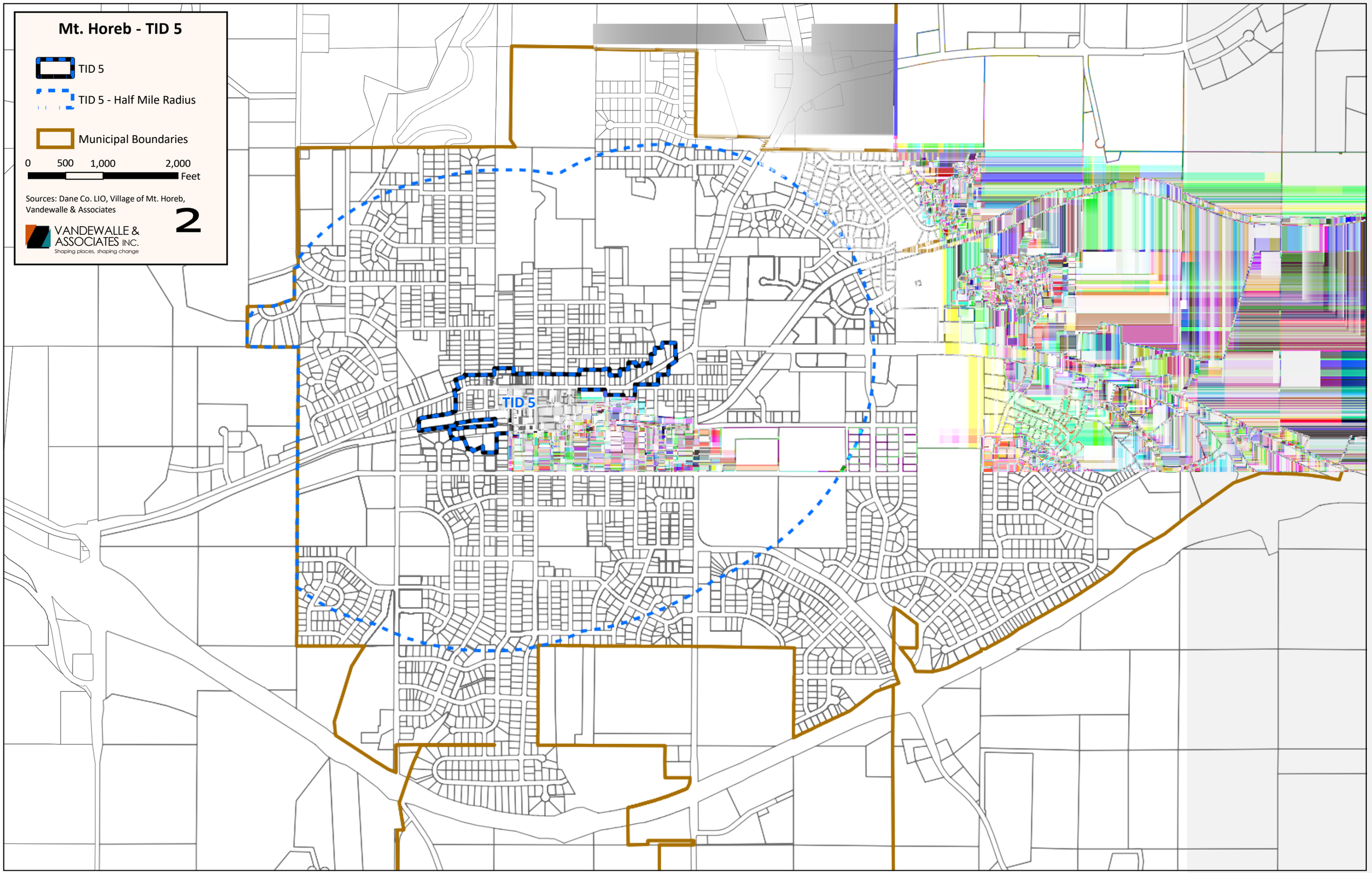
_____ _____
Contractor Signature Date

_____ _____
Applicant Signature Date

_____ _____
Village Staff Date

_____ _____
Village Treasurer Signature Date

_____ _____
Village Administrator Signature Date


Mt. Horeb - TID 5
TID 5
TID 5 - Half Mile Radius
Municipal Boundaries
0 500 1,000 2,000
Feet
Sources: Dane Co. LIO, Village of Mt. Horeb, Vandewalle & Associates
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change
2
TID 5

VILLAGE OF
MOUNT HOREB

AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
October 11, 2023	

AGENDA ITEM # 3.c

Update on Parking Study

BACKGROUND

RECOMMENDATION

MSA will host a public open house at the Senior Center on Monday October 23rd from 5:30 to 7:00 to present initial findings and receive feedback from the public.

ATTACHMENTS

None