



**Business Improvement  
District  
Regular Meeting  
Agenda**

205 S Webster Ave  
Omro, WI 54963  
[www.omro-wi.com](http://www.omro-wi.com)

Barbara J Van Clake  
(920) 685-7000

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**Tuesday, July 21, 2026**

**9:00 AM**

**Council Chambers**

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- 1. Call to Order**
- 2. Welcome and Introduction of New City Administrator Kaija Snyder**
- 3. Oath of Office Administered to Board Members**
- 4. Review of Timeline for BID 2027 Operating Plan**
  - a. 2027 BID Operating Plan Timeline
- 5. Adoption of Minutes**
  - a. 06/16/2026 BID Meeting Minutes
- 6. SPARK Presentation**
  - a. Presentation Documents
- 7. Marketing of Facade Improvement Grant Program**
  - a. Marketing Documents
- 8. Adjournment**

**KEY DATES FOR 2027 BID OPERATING PLAN  
(2026 Tax Bill)**

|                         |                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tuesday, August 8       | Discuss ideas for 2027 Operating Plan with Board President<br><br>Send “Save the Date” for BID open forum meeting after the budget is approved<br>Get Legal Opinion from City Attorney                                                                                                                                                                                                              |
| Tuesday, September 15   | BID Board Meeting – Present and approve 2027 Operating Plan (Open Forum Meeting)<br><br>Request Class I (1 notice 30 days before the Council meeting)<br>Public Notice **Send this immediately after the meeting.<br><br>Omro Herald will publish the following Thursday after receiving notification.<br><br>The public hearing notice mailings must be mailed out at least 10 days prior meeting. |
| Wednesday, September 16 | Send City Council Public Hearing notice to BID members<br><br>Enclosures:   Cover Letter<br>Public Hearing Notice<br>BID Assessment List<br>2027 Budget<br><br>Agenda Packet:<br>Council Cover Letter<br><b>Resolution</b><br><b>2027 Operating Plan</b>                                                                                                                                            |
| Tuesday, October 6      | BID @ Council – Public Hearing (If not approved at this meeting, the very next council meeting); <b>Operating Plan and Resolution Approval</b>                                                                                                                                                                                                                                                      |
| Week of October 12      | Receive signed copy of Resolution from Clerk’s Office<br>Save to BID files<br>Check on state assessed values (Finance)<br>Request Affidavit of Public Notices if not received yet (bill for posting in newspaper). Pay with BID funds and file in BID folder.                                                                                                                                       |
| Early November          | Deadline for including assessments on tax bill<br>By Nov. 3, send updated BID assessment spreadsheet with state assessed manufacturing values.                                                                                                                                                                                                                                                      |



# Business Improvement District

## Regular Meeting

### ~ Minutes ~

205 S. Webster Avenue  
Omro, WI 54963  
<http://www.omro-wi.com/>

Barbara J Van Clake (920) 685-7000

Tuesday, June 16, 2026

9:00 AM

Council Chambers

### Call to Order

Interim City Administrator Consultant Jess Wildes called the meeting to order at 9:02 a.m. and requested the City Clerk conduct roll call.

### Roll Call

| Attendee Name       | Organization  | Title                      | Status  | Arrived |
|---------------------|---------------|----------------------------|---------|---------|
| Justin Schmick      | City of Omro  | Board Member               | Present |         |
| Roger Manock        | City of Omro  | Board Member               | Absent  |         |
| Jess Wildes         | City of Omro  | Interim City Administrator | Present |         |
| Roberta Wenzel      | City of Omro  | Board Member               | Present |         |
| Robert Mohr         | City of Omro  | Board Member               | Absent  |         |
| Deanna Freeman      | City of Omro  | Board Member               | Present |         |
| Nicole Bos          | City of Omro  | Board Member               | Present |         |
| Barbara J Van Clake | City of Omro  | Clerk/ Deputy Treasurer    | Present |         |
| Samuel Mingo        | City of Omro  | Interim City Administrator | Present |         |
| Steve Zinc          | Omega Brewery | Business Owner             | Present |         |

### Election of BID Board President

Ms. Wildes discussed the importance of electing a BID Board President to provide leadership for meetings and serve as a liaison between the Board and City administration on BID-related matters. She explained that the position would primarily facilitate meetings, assist with planning initiatives, and work collaboratively with staff on BID priorities. Roberta Wenzel inquired about the duties and responsibilities of the position. Ms. Wildes provided an overview of the role and its anticipated time commitment. Following the election, Ms. Wenzel assumed chairmanship of the meeting.

nominate and  
unanimously elect  
Roberta Wenzel as BID  
Board President

Justin Schmick motioned and Deanna Freeman seconded to nominate and unanimously elect Roberta Wenzel as BID Board President as presented.

**RESULT:** **APPROVED [UNANIMOUS]**

**MOVER:** Justin Schmick, Board Member

**SECONDER:** Deanna Freeman, Board Member

**AYES:** Justin Schmick, Roberta Wenzel, Deanna Freeman,  
Nicole Bos

**ABSENT:** Roger Manock, Robert Mohr

### Minutes Approval

Business Improvement  
District - Regular  
Meeting - Jun 2, 2026  
9:00 AM

Justin Schmick motioned and Deanna Freeman seconded to approve the minutes of Business Improvement District - Regular Meeting - Jun 2, 2026 9:00 AM as presented.

**RESULT:** **ACCEPTED [UNANIMOUS]**

**MOVER:** Justin Schmick, Board Member

**SECONDER:** Deanna Freeman, Board Member  
**AYES:** Justin Schmick, Roberta Wenzel, Deanna Freeman, Nicole Bos  
**ABSENT:** Roger Manock, Robert Mohr

### **Review of Updated 2026 BID Operating Plan**

The Board reviewed the updated 2026 BID Operating Plan, including the revisions approved at the June 2 meeting. Discussion focused on the allocation of funds for marketing, sponsorships, and façade grants. Board members discussed potential uses of the marketing budget, including:

Promotion of the façade grant program.

Marketing campaigns encouraging patronage of downtown businesses during road construction.

Holiday shopping promotions.

Business district branding and promotional materials.

Support for collaborative marketing efforts initiated by downtown businesses.

Additional discussion centered on potential opportunities to better promote the Fox River and waterfront amenities as part of future BID marketing efforts. No action was taken as the operating plan had previously been approved.

### **Review 2027 BID Operating Plan Timeline**

Ms. Wildes reviewed the proposed timeline for development, public review, and adoption of the 2027 Business Improvement District Operating Plan. She explained that the timeline was intended to ensure compliance with Wisconsin Business Improvement District requirements, allow adequate public input, and coordinate the BID planning process with the City's annual budget cycle.

The proposed timeline included the following milestones:

#### **August 2026**

BID Board President and City Administration meet to discuss priorities, goals, budget considerations, and potential modifications to the 2027 Operating Plan. Staff prepares a preliminary draft of the 2027 Operating Plan for Board review. Initial outreach materials and public notices are prepared.

#### **August 18, 2026 - Regular BID Board Meeting**

Review and discussion of the preliminary 2027 Operating Plan.  
Discussion of proposed budget allocations, marketing initiatives, sponsorship opportunities, façade grant funding levels, and other BID priorities.  
Direction provided to staff regarding revisions.

#### **August 19, 2026**

Public hearing notices and operating plan review materials prepared and distributed.

Draft plan made available for public inspection.

BID property owner and business contact lists updated and verified.

**September 15, 2026 - Regular BID Board Meeting and Public Forum**

Conduct public forum to receive comments from BID property owners, businesses, and community members regarding the proposed 2027 Operating Plan.

Review public comments and discuss any recommended revisions.

Consider formal recommendation of the 2027 Operating Plan and budget.

**September 16-30, 2026**

Staff incorporates any Board-approved revisions.

Final operating plan prepared for Common Council consideration.

**October 2026 - Common Council Review**

Presentation of the 2027 BID Operating Plan to the Omro Common Council.

Council consideration and approval of the plan and associated BID assessments.

Final assessment amounts incorporated into the City's annual budget and tax roll process.

**November-December 2026**

Assessment information transmitted for inclusion on property tax bills.

Administrative preparations completed for implementation of the 2027 Operating Plan effective January 1, 2027.

Board members discussed the importance of maintaining accurate contact information for BID property owners and businesses to improve communication regarding the public forum and proposed operating plan. City Clerk Barbara Van Clarke noted that portions of the existing contact list appeared outdated and suggested updating owner and business information prior to distribution of notices.

Ms. Wildes stated that staff would work with BID representatives to update contact information and develop outreach methods including email communications, postcards, and website notices to encourage participation in the planning process.

Ms. Wildes also informed the Board that the Common Council would be considering appointment of a new City Administrator later that evening. She noted that the incoming administrator would ultimately serve as staff liaison to the BID Board and assist with implementation of the 2027 Operating Plan process.

The Board expressed support for the proposed timeline and agreed that establishing a structured annual planning schedule would improve budgeting, transparency, and long-term planning efforts.

No action was taken.

**Review and Possible Action on Façade Grant Program**

The Board reviewed the updated Façade Grant Program application materials and website enhancements completed by City staff. Discussion included:

Increasing awareness of the grant program among eligible property owners.  
The current grant structure providing up to \$1,800 for eligible projects with an additional \$200 bonus incentive for utilizing an Omro-based contractor.  
The Board's prior decision to increase grant funding from earlier program levels to better reflect current construction and improvement costs.  
Continued support for encouraging the use of local contractors whenever possible.  
Clarification that qualifying contractors should be based within the Omro area and ZIP Code 54963 service area.

Ms. Van Clake reported that:

The BID webpage had been updated.  
Frequently Asked Questions had been added.  
The grant application was available online as a fillable form.  
BID documents and resources had been posted to improve accessibility.

Board members discussed opportunities to further enhance the webpage, including adding photographs of completed projects and before-and-after images to showcase successful façade improvements.

Steve Zink provided an update regarding renovation plans for the former pharmacy building at 109 East Main Street and related improvements involving the Omega Brewing properties. Mr. Zink discussed structural repairs already completed, future residential units on the upper floor, expansion of the taproom, and long-term plans to enhance the riverfront-facing portions of the property. The Board discussed how future façade grant awards and project completion photographs could be used to promote successful downtown investment projects. No formal action was taken.

spend up to \$250.00 of marketing funds to prepare a direct mailing with survey to Business Improvement District property owners promoting the Façade Improvement Grant Program

Roberta Wenzel motioned and Deanna Freeman seconded to spend up to \$250.00 of marketing funds to prepare a direct mailing with survey to Business Improvement District property owners promoting the Façade Improvement Grant Program as presented.

**RESULT:** **APPROVED [UNANIMOUS]**

**MOVER:** Roberta Wenzel, Board Member

**SECONDER:** Deanna Freeman, Board Member

**AYES:** Justin Schmick, Roberta Wenzel, Deanna Freeman, Nicole Bos

**ABSENT:** Roger Manock, Robert Mohr

**Facade Grant Marketing Plan**

The Board discussed strategies to improve participation in the Façade Grant Program. Ideas discussed included:

Utilizing before-and-after project photographs.  
Publicly recognizing grant recipients.  
Social media promotion of completed projects.  
Website news articles highlighting awarded grants.  
Direct outreach to eligible property owners.  
Distribution of promotional materials and grant information.

Staff requested that businesses provide photographs of completed projects to assist with future marketing efforts. The Board expressed support for expanding promotional efforts and increasing awareness of the program throughout the district. No action was taken.

**Adjournment**

adjourn the meeting at  
9:43 PM

Justin Schmick motioned and Nicole Bos seconded to adjourn the meeting at 9:43 PM as presented.

|                  |                                                               |
|------------------|---------------------------------------------------------------|
| <b>RESULT:</b>   | <b>APPROVED [UNANIMOUS]</b>                                   |
| <b>MOVER:</b>    | Justin Schmick, Board Member                                  |
| <b>SECONDER:</b> | Nicole Bos, Board Member                                      |
| <b>AYES:</b>     | Justin Schmick, Roberta Wenzel, Deanna Freeman,<br>Nicole Bos |
| <b>ABSENT:</b>   | Roger Manock, Robert Mohr                                     |

Respectfully Submitted by,



Barbara Van Clarke, WCPC, MMC  
Clerk /Deputy Treasurer

# 2025 SPARC

P R O G R A M   S U M M A R Y

OCTOBER 2025



PREPARED FOR



**East Central  
Wisconsin**  
REGIONAL PLANNING  
COMMISSION

PREPARED BY

**AVRES**

# PROGRAM **OVERVIEW**

For several years the East Central Wisconsin Regional Planning Commission has provided technical assistance in the form of one day design workshops for several communities. Now titled “Strategic Planning and Revitalization for Communities” (SPARC), the program allows communities to apply for a day of consultation from a consulting firm. Ayres Associates has provided this service, which typically takes the form of a one day workshop. The workshop involves a morning of visioning, a site walk, work time for the team to generate ideas, and a presentation at the end of the day. The presentation and findings are summarized in this document.

This year a special thanks goes to the National Association of Development Organizations (NADO), which provided funding for the program.

Questions about the program or the recommendations for each community can be directed to :

Joe Stephenson  
Economic Development Planner  
East Central Wisconsin Regional Planning Commission  
920-886-6832 [jstephenson@ecwrpc.org](mailto:jstephenson@ecwrpc.org)



## **DESCRIPTION OF THE COMMUNITY'S CHALLENGES**

The City of Omro is looking to enhance their downtown along S Webster Avenue between the pedestrian bridge over the Fox River and Huron Street. The City is hoping improvements would help improve traffic flow and accessibility, add vibrant community gathering spaces, and increase foot traffic and economic engagement with local businesses. A defined plan from the design team could help them to pursue future funding and implementation, and spark inspiration and action from the community members.

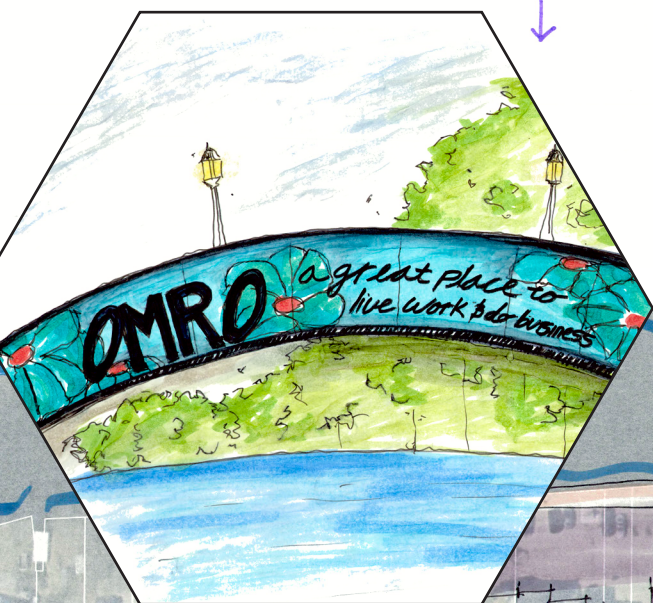
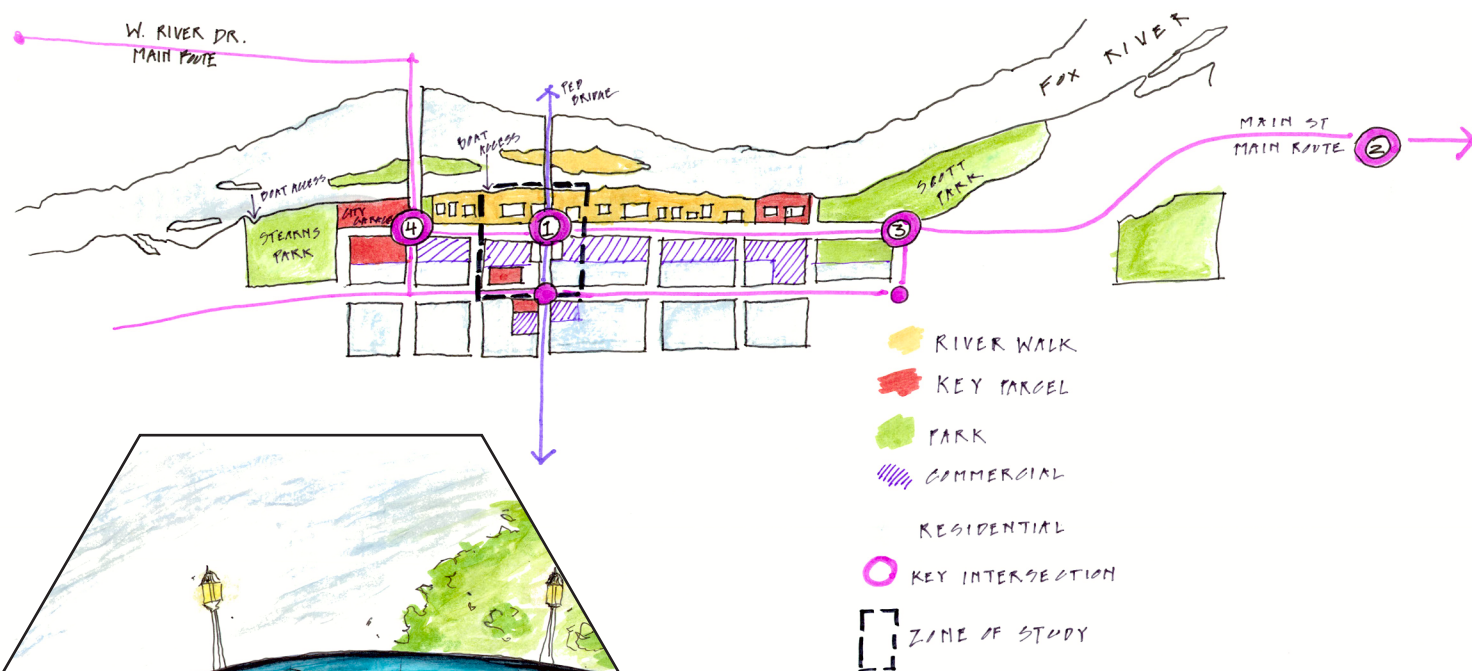
## **WHAT AYRES PROVIDED**

This community received assistance in 2021, so the team wanted to build upon the past work. The team first determined what the community prioritized for their downtown and the demographics of the city. After creating an inventory and analysis of existing land uses and circulation through downtown, a downtown plan was created with plans, sections, and perspectives. These materials should help the community envision a revitalized downtown and pursue funding.

## **KEY RECOMMENDATIONS**

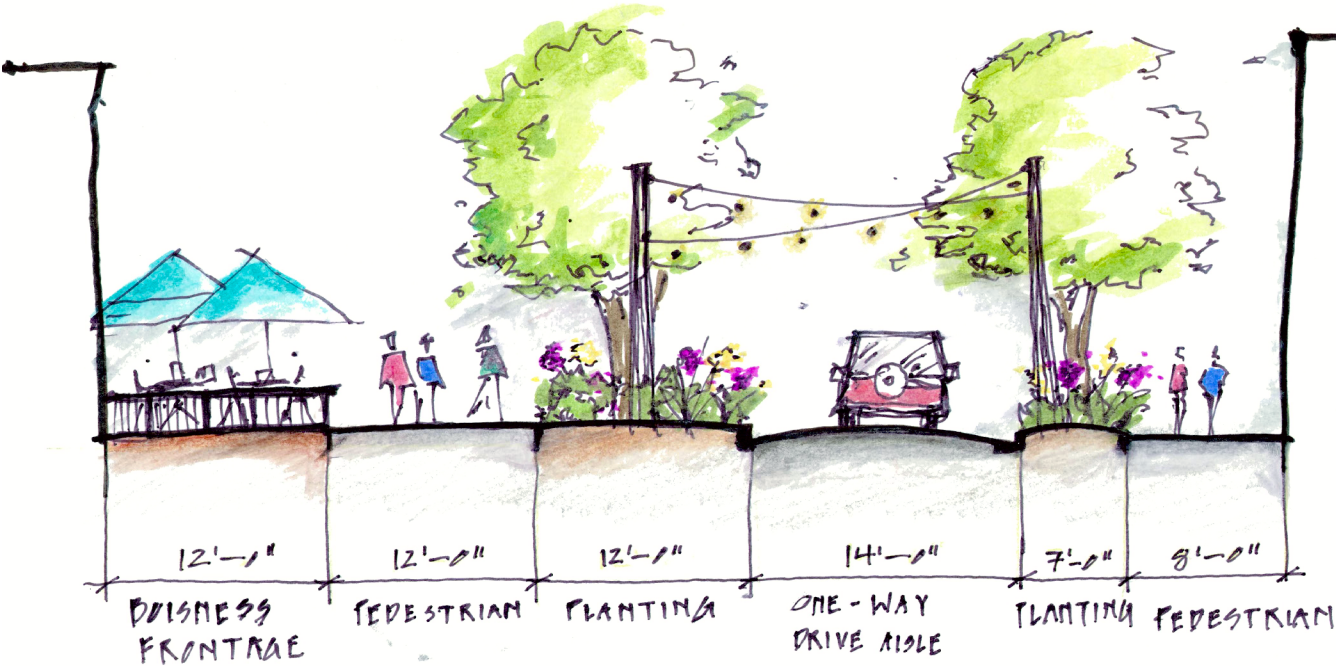
The design session resulted in the following recommendations:

- Along Webster Avenue, pursue development on each side, with closures for events
- Remove parking at the base of the pedestrian bridge to create a seamless connection south
- Demolish the former Dollar General building and redevelop as retail
- Pursue townhome development on W Huron Street
- Continue conversations with DOT on stop signals along Highway 21
- Pursue new Public Works/EMS outside of downtown, market current Public Works site for redevelopment



# DOWNTOWN PLAN

The analysis map on the adjacent page shows how the team started to understand the land uses and circulation in Omro's downtown. Key intersections were identified, emphasizing the importance of safe crossings for pedestrians and traffic calming measures for vehicles. The Downtown plan graphics show street enhancements along Webster Avenue, with street trees, planting buffers, widened sidewalks and outdoor dining and seating opportunities. The plan also highlights new development for the community and associated parking solutions.



## FUNDING OPPORTUNITIES

The community has many opportunities available for them to pursue, with the recommendation that they start with WEDC Idle Sites, possibly CDI and Vibrant Spaces applying in proper succession to make the most of all those programs, Alliant Energy, The Community Foundation, AARP and T-Mobile. Please reference the comprehensive list provided by ECWRPC for more information.

### ***T-Mobile's Hometown Grant Program***

<https://www.t-mobile.com/brand/hometown-grants>

### ***Alliant Energy***

<https://www.alliantenergy.com/foundation/community-grants>

### ***AARP Livable Communities' Grants***

<https://www.aarp.org/livable-communities/community-challenge/>

### ***WDNR Stewardship Local Assistance and Federal Recreation Grant Programs***

<https://dnr.wisconsin.gov/topic/Stewardship/ApplyLUG>

<https://dnr.wisconsin.gov/aid/LWCF.html>

### ***Oshkosh Area Community Foundation***

<https://www.oshkoshareacf.org/what-we-do/>

### ***WEDC – Wisconsin Economic Development***

- ***Community Development Investment Grant (CDI)***

<https://wedc.org/programs/community-development-investment-grant/>

- ***Vibrant Spaces***

<https://wedc.org/programs/vibrant-spaces-grant/>

- ***Idle Sites Redevelopment Program***

<https://wedc.org/programs/idle-sites-redevelopment-program/>

- ***Small Business Development Grant Program***

<https://wedc.org/programs/small-business-development-grant/>

### ***USDA – Department of Agriculture***

- ***Rural Community Development Initiative Grants***

<https://www.rd.usda.gov/programs-services/community-facilities/rural-community-development-initiative-grants>

- ***Community Facilities Direct Loan & Grant Program***

<https://www.rd.usda.gov/programs-services/community-facilities/community-facilities-direct-loan-grant-program#overview>

### ***WHEDA Loan Programs***

- ***Infrastructure Access Loan***

<https://www.wheda.com/developers-and-property-managers/competitive-loan-financing/infrastructure-access>

- ***Restore Main Street Competitive Loan***

<https://www.wheda.com/developers-and-property-managers/competitive-loan-financing/restore-main-street>

### ***Potential Grants for Community Art Projects***

- ***Wisconsin Arts Board (WAB) – Creative Communities Program***

<https://artsboard.wisconsin.gov/Pages/Community/CCP.aspx>

- ***NEA Grants for Art Projects***

<https://www.arts.gov/grants/grants-for-arts-projects>

- ***NEA Our Town Program***

<https://www.arts.gov/grants/our-town>

# OMRO BID

BUSINESS IMPROVEMENT DISTRICT



## FACADE IMPROVEMENT — GRANT PROGRAM —

*Refresh. Restore.  
Revitalize.*  
**DOWNTOWN OMRO**

Enhance your storefront.  
Grow your business.

*Strengthen our community.*

The Omro BID offers grant funding to help you improve your building's exterior, increase curb appeal, and make a lasting impression.

**UP TO \$2,000 AVAILABLE!**

Receive up to **\$1,800** for eligible improvements, plus an **additional \$200** when materials are purchased in Omro and/or local (54963 area) tradespeople are hired. Projects are reimbursed upon completion and approval.

### ELIGIBLE IMPROVEMENTS INCLUDE:



Storefront &  
Facade  
Improvements



Exterior  
Renovations



Windows  
& Doors



Landscaping &  
Exterior  
Enhancements



New Signage &  
Window  
Displays



ADA Accessibility  
Improvements



Energy-Efficient  
Upgrades



Business  
Improvement  
Projects



### WHO CAN APPLY?

Businesses and eligible property owners located within the Omro BID.

*Applications reviewed on a rolling basis.*

*Learn More & Apply Today!*

VISIT OUR WEBSITE

[www.https://www.omro-wi.com/  
community-and-economic-development/  
page/business-improvement-district-bid](https://www.omro-wi.com/community-and-economic-development/page/business-improvement-district-bid)  
or scan the QR code



### QUESTIONS?

Omro Business  
Improvement District  
205 S. Webster Avenue  
Omro, WI 54963  
(920) 685-7000



*Building a Stronger Downtown— One Storefront at a Time*

# OMRO BID

BUSINESS IMPROVEMENT DISTRICT

SUPPORT  
**LOCAL.**  
STRENGTHEN  
**COMMUNITY.**  
BUILD  
**TOMORROW.**



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