



City of Beaver Dam, Wisconsin  
**Downtown Redevelopment Committee  
Meeting**

205 S. Lincoln Ave; Council Chambers  
Wednesday, June 3, 2026 at 9:00 AM

**AGENDA**

- 1) Call to Order – Roll Call
  - a) Approval of the May 6, 2026, Meeting Minutes
  - b) Update on Downtown Grant Commitments
- 2) Discussion & Possible Action
  - a) Review and recommend approval of application for Certificate of Appropriateness for storefront remodel, painting, lighting, etc. located at 213 Front St.
  - b) Review and recommend approval of application for Downtown Exterior Building Improvement funds for exterior storefront remodel, painting, lighting, etc. located at 213 Front St for the amount of \$5,626.00.
- 3) Adjourn

This agenda was posted and made available to the news media, public and various City officials, and staff in compliance with the State of WI Open Meetings Law and Operations Committee policy:

Posted: 5/28/26 by Tracey Ferron, City Clerk at 11:00 a.m.

A quorum of the Common Council may attend this meeting.



1) Call to Order – Roll Call

The meeting of the Downtown Redevelopment Committee was called to order at 9:00 a.m. by Mark Murphy. Present: Ric Fiegel, Jennifer Hiley (arrived 9:05 am), Jon Larsen, Glen Link, Mark Murphy, Jen Warmbold, Mike Wissell, Erv Munro, Jack Yuds, 9. Absent: 0.

a) Approval of the April 1, 2026, Meeting Minutes

Motion by Ric Fiegel, second by Mike Wissell, to approve. Motion carried by acclamation with Jen Warmbold, Jon Larsen abstaining.

b) Update on Downtown Grant Commitments

Moosreiner gave a brief overview of updates on some of the projects currently going on.

2) Discussion & Possible Action

a)

Review and recommend approval of application for Certificate of Appropriateness for a new sign located at 219 Front St (GNP Massage)

Motion by Glen Link, second by Jack Yuds, to approve. The preceding motion passed by the following vote: Ayes: Ric Fiegel, Jon Larsen, Glen Link, Mark Murphy, Jen Warmbold, Mike Wissell, Erv Munro, Jack Yuds, 8. Noes: 0.

b)

Review and recommend approval of application for Certificate of Appropriateness for new window signs located at 101 Haskell St (Peter Kaczmariski)

Motion by Jack Yuds, second by Jon Larsen, to approve. The preceding motion passed by the following vote: Ayes: Ric Fiegel, Jennifer Hiley, Jon Larsen, Glen Link, Mark Murphy, Jen Warmbold, Mike Wissell, Erv Munro, Jack Yuds, 9. Noes: 0.

c)

Review and recommend Approval of Application for Residential Exterior Improvement fund for front yard landscaping located at 710 Madison St for \$2,235.00

Motion by Glen Link, second by Jon Larsen, to approve. The preceding motion passed by the following vote: Ayes: Ric Fiegel, Jennifer Hiley, Jon Larsen, Glen Link, Mark Murphy, Jen Warmbold, Mike Wissell, Erv Munro, Jack Yuds, 9. Noes: 0.

3) Adjourn

Motion by Mike Wissell, second by Jon Larsen, to adjourn. Motion carried by acclamation. The meeting adjourned at 9:21 a.m.



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**City of Beaver Dam**  
 Downtown Grant Commitments  
 As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Beginning Balance - 1/1/2019			\$ 620,000.00					
Additional Funds RES 78-2022 6/20/22 - Orig 350,000, Reduced when closing ARPA grant			\$ 306,044.24					
Additional Funds now in F40			\$ 43,955.76					
Josiah Vilman	315 S. Spring St.	Nanutak-rehab of property - Developer Agreement	80,000.00		80,000.00	12/7/2022	\$ 80,000.00	-
Bill Gergen	105 Front St.	Façade/tuckpoint bricks - front	10,000.00	9/4/2019	10,000.00	10/8/2019	\$ 10,000.00	-
Mike Wissell	118 Front St.	Garage door, paint back of building	3,847.00	2/6/2019	3,846.98	12/17/2019	\$ 3,846.98	-
		2019 Activity	<u>93,847.00</u>		<u>93,846.98</u>		<u>93,846.98</u>	
Paul Toellner	116 S. Spring St.	Façade/windows/door/sign - FYI Zone	15,122.00	4/15/2020	15,122.45	12/23/2020	\$ 15,122.45	-
Kris Schumacher	127 Front St.	New Business Grant - Art on the Town WI	5,000.00	4/15/2020	5,000.00	5/13/2020	\$ 5,000.00	-
Mindy Murphy	106 Front St.	New Business Grant - Epic Ink Tattoo	5,000.00	4/15/2020	5,000.00	5/13/2020	\$ 5,000.00	-
Jim & Ruth Metz	116 Front St.	Façade/windows/roof	20,000.00	4/15/2020	20,000.00	6/19/2020	\$ 20,000.00	-
River Front Wine Bar	227 Front St.	New or expanding business grant - interior reno	5,000.00	7/22/2020	5,000.00	11/3/2021	\$ 5,000.00	-
Mane Stage Hair Salon	407 S. Spring St.	Façade - exterior	3,395.00	7/22/2020	3,394.29	12/23/2020	\$ 3,394.29	-
Paul Toellner	112 S. Spring St.	New windows/doors/roof	20,000.00	9/24/2019	20,000.00	7/7/2020	\$ 20,000.00	-
Paul Janzak	138 Front St.	façade/tuckpoint front	10,000.00	9/4/2019	9,082.00	7/24/2020	\$ 9,082.00	-
Main Stage Hair Salon	407 S. Spring St.	New or expanding business grant - interior reno	1,979.31	7/22/2020	1,979.31	8/11/2020	\$ 1,979.31	-
Ben Martinez	207 S. Center St.	Façade - Integrated Auto Solutions	17,500.00	4/15/2020	17,500.00	9/8/2020	\$ 17,500.00	-
Stooges Bar	112 N. Spring St.	Façade - exterior	18,426.00	7/22/2020	18,426.00	9/28/2020	\$ 18,426.00	-
Kerry Zajicek	116 Front St.	New Business Grant - Mill House Quilts	5,000.00	1/7/2020	5,000.00	12/9/2020	\$ 5,000.00	-
		2020 Activity	<u>126,422.31</u>		<u>125,504.05</u>		<u>125,504.05</u>	
Signs by Bob - Robert Orth	219 Front St.	New business grant	5,000.00	12/18/2020	5,000.00	12/31/2020	\$ 5,000.00	-
BD Community Theatre	117 W. Maple Ave.	Façade Improvement	14,001.00	12/18/2020	11,042.07	6/27/2023	\$ 11,042.07	-
Paul Toellner	106 Front St.	Façade Improvement	17,884.00	12/18/2020	17,884.00	9/8/2021	\$ 17,884.00	-
Paul Toellner	108 Front St.	Façade Improvement	20,000.00	12/18/2020	20,000.00	11/10/2021	\$ 20,000.00	-
GNP Massage	221 Front St.	New or Expanding Business Grant	5,000.00	1/27/2021	5,000.00	3/2/2021	\$ 5,000.00	-
Tom Salamaki	233 Front St.	Façade-Park Plaza Pizza	11,314.00	1/28/2020	11,313.88	3/2/2021	\$ 11,313.88	-
BK Henry Properties, LLC	109 & 109 1/2 Front St.	Façade Improvement	13,329.17	3/24/2021	13,268.18	6/3/2021	\$ 13,268.18	-
Michael Firchow	213 Front St.	Façade Improvement	358.65	8/4/2021	358.65	8/9/2021	\$ 358.65	-
Loyal Exteriors, LLC	300 N. Center St.	Façade Improvement	20,000.00	8/4/2021	20,000.00	10/5/2021	\$ 20,000.00	-
J.A.G. Holdings, Inc.	210 S. Spring St.	Façade Improvement	20,000.00	8/4/2021	20,000.00	12/21/2022	\$ 20,000.00	-
Bonds Collectors	228 S. Spring St.	Façade Improvement	3,250.00	9/1/2021	3,250.00	1/21/2022	\$ 3,250.00	-
Rich Ziemann	120 Front St.	Façade Improvement	20,000.00	9/1/2021	20,000.00	11/5/2021	\$ 20,000.00	-

**City of Beaver Dam**  
Downtown Grant Commitments  
As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Rich Ziemann	120 Front St.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	10/5/2021	\$ 5,000.00	-
McKinstry's Home Furnishings	129/131 Front St.	Facade Improvement	790.00	9/1/2021	790.00	11/8/2021	\$ 790.00	-
Dodge County Center for the Arts	130 W. Maple Ave.	Facade Improvement	3,362.50	9/1/2021	3,362.50	9/12/2022	\$ 3,362.50	-
Active Outfitters	226 S. Spring St.	Facade Improvement	14,130.00	9/1/2021	14,130.00	12/8/2021	\$ 14,130.00	-
Damsel's	302 S. Spring St.	Facade Improvement	20,000.00	9/1/2021	20,000.00	1/17/2022	\$ 20,000.00	-
Damsel's	302 S. Spring St.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	1/17/2022	\$ 5,000.00	-
Stooge's Sports Bar	112 N. Spring St.	Facade Improvement	1,574.00	9/1/2021	1,574.00	5/13/2022	\$ 1,574.00	-
Didi's Keto Grab & Go	103 E. Maple Ave.	New or Expanding Business Grant	5,000.00	9/1/2021	5,000.00	4/12/2022	\$ 5,000.00	-
Didi's Keto Grab & Go	103 E. Maple Ave.	Facade Improvement	1,564.50	9/1/2021	1,564.50	11/10/2021	\$ 1,564.50	-
Active Outfitters	224 S. Spring St.	Facade Improvement	16,953.50	9/1/2021	16,620.50	4/10/2023	\$ 16,620.50	-
Johnnie's 66	301 N. Center St.	Facade Improvement	20,000.00	10/13/2021	20,000.00	1/17/2022	\$ 20,000.00	-
Mark Diederich	228 S. Spring St.	Facade Improvement	500.00	10/13/2021	500.00	1/21/2022	\$ 500.00	-
Lindsay Storm	208 Front St.	Facade Improvement	17,447.50	10/13/2021	17,447.50	9/2/2022	\$ 17,447.50	-
Rompere's Karpert Korner	216 S. Spring St.	Facade Improvement	6,790.00	10/13/2021	6,790.00	2/14/2022	\$ 6,790.00	-
James Metz	232/234 S. Spring St.	Facade Improvement	20,000.00	10/13/2021	20,000.00	1/22/2024	\$ 20,000.00	-
Dodge County Center for the Arts	130 W. Maple Ave.	Facade Improvement	4,903.00	10/13/2021	4,903.00	9/12/2022	\$ 4,903.00	-
James Metz	134 Front St.	Facade Improvement	-	11/3/2021	-	N/A	\$ -	-
Lindsay Storm	208 Front St.	Exterior Building Improvement	2,552.50	12/1/2021	2,552.50	9/2/2022	\$ 2,552.50	-
		YTD 2021 Activity	295,704.32		292,351.28		292,351.28	-
Wiscor Properties	118 Front St	Exterior Building Improvement	20,000.00	1/5/2022	20,000.00	5/25/2022	\$ 20,000.00	-
Handyman Home Improvements	131 E Maple Ave	New Business Recruitment	5,000.00	1/5/2022	5,000.00	9/14/2022	\$ 5,000.00	-
Dodge County Historical Society	105 Park Ave	Exterior Building Improvement	14,737.50	1/5/2022	14,737.50	10/17/2022	\$ 14,737.50	-
Handyman Home (HH) Improvements	131 E Maple Ave	Exterior Building Improvement	20,000.00	2/2/2022	20,000.00	12/15/2023	\$ 20,000.00	-
Beaver Dam Chamber of Commerce	127 S Spring St	Exterior Building Improvement	7,725.00	4/6/2022	7,725.00	12/14/2022	\$ 7,725.00	-
A1 Tri County Vacuum	312 S Spring St	Exterior Building Improvement	4,771.50	5/4/2022	4,771.50	5/18/2022	\$ 4,771.50	-
Bestway Driving School	221 Madison St	Exterior Building Improvement	6,470.00	5/4/2022	6,470.00	7/27/2022	\$ 6,470.00	-
Michael Firchow	221 Front St	Exterior Building Improvement	10,354.97	6/1/2022	9,468.00	7/31/2024	\$ 9,468.00	-
James Metz	134 Front St.	Exterior Building Improvement	20,000.00	9/7/2022	20,000.00	1/22/2024	\$ 20,000.00	-
Gerald Wissell - Property Providers LL	1129 Park Ave.	Exterior Building Improvement	20,000.00	9/7/2022	20,000.00	11/18/2022	\$ 20,000.00	-
Dr. Alex Schwaab	140 Front St	Exterior Building Improvement	20,000.00	10/5/2022	20,000.00	1/27/2023	\$ 20,000.00	-
James Ko	133 Front St	Exterior Building Improvement	8,965.00	11/2/2022	8,965.00	8/7/2023	\$ 8,965.00	-
Robert Orth	219 Front St	Exterior Building Improvement	7,351.15	11/2/2022	7,351.15	11/16/2022	\$ 7,351.15	-
More Salon & Spa - Iryan Ruder	200 N Spring St	Exterior Building Improvement	9,007.22	12/7/2022	9,007.22	3/18/2025	\$ 9,007.22	-

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Downtown Grant Commitments  
As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2022 Activity	174,382.34		173,495.37		173,495.37	-
Dodge County Historical Society	105 Park Ave	Exterior Building Improvement	2,643.50	1/4/2023	2,643.50	1/8/2023	\$ 2,643.50	-
Eric & Kris Schumacher-Rasmussen	127 Front St	Exterior Building Improvement	20,000.00	4/5/2023	20,000.00	8/18/2023	\$ 20,000.00	-
Magnastar	124 N Spring St	RES 29-2023	25,000.00	4/18/2023	25,000.00	4/19/2023	\$ 25,000.00	-
All Seasons Archery Place	218 S Spring St	Exterior Building Improvement	7,955.00	6/7/2023	7,955.00	12/7/2023	\$ 7,955.00	-
Mark McCaillum	101-103 Front St	Exterior Building Improvement	20,000.00	6/7/2023	20,000.00	10/20/2023	\$ 20,000.00	-
Rosalee Book Boutique	234 S Spring St	New or Expanding Business Grant	5,000.00	7/12/2023	5,000.00	8/18/2023	\$ 5,000.00	-
Jeff Behnke (Design Plus)	139 Front St	Exterior Building Improvement	7,945.00	7/12/2023	7,945.00	12/15/2023	\$ 7,945.00	-
Bill Gergen	105-107 Front St	Exterior Building Improvement	20,000.00	7/12/2023	20,000.00	11/4/2024	\$ 20,000.00	-
Derr & Villareal Attorneys & Mediator	203 N Spring St	Exterior Building Improvement	15,018.00	8/2/2023	14,575.55	1/22/2024	\$ 14,575.55	-
James Ko	133 Front St	Exterior Building Improvement	-	8/2/2023	-	N/A	\$ -	-
Best Way Driving Academy	221 Madison St	Exterior Building Improvement	7,494.07	11/1/2023	-		\$ 7,494.07	7,494.07
Magnastar	306 S Center St	Exterior Building Improvement	20,000.00	11/1/2023	20,000.00	3/18/2025	\$ 20,000.00	-
		YTD 2023 Activity	151,055.57		143,119.05		150,613.12	7,494.07
Altered by Amanda/Metz	130/132 Front St	Exterior Building Improvement	20,000.00	2/7/2024	20,000.00	1/24/2025	\$ 20,000.00	-
900 LLC	126 Front St	Exterior Building Improvement	20,000.00	5/1/2024	20,000.00	11/5/2025	\$ 20,000.00	-
Colleen Prostek	110 Ryan Cantafio's Way	Exterior Building Improvement	19,087.50	7/10/2024	19,087.50	9/27/2024	\$ 19,087.50	-
Blue Boy LLC	301 N Spring St	Exterior Building Improvement	4,158.43	8/7/2024	3,514.32	10/21/2024	\$ 3,514.32	-
		YTD 2024 Activity	63,245.93		62,601.82		62,601.82	-
SCM Rentals	225 Front St	Residential Exterior	20,000.00	1/8/2025	-		\$ 20,000.00	20,000.00
Beth & Daisy LLC	126 Front St	New Business Recruitment	5,000.00	8/6/2025	5,000.00	10/20/2025	\$ 5,000.00	-
Copper Squared	108 Front St	New Business Recruitment	5,000.00	9/10/2025	5,000.00	9/29/2025	\$ 5,000.00	-
Altered by Amanda	130 Front St	New Business Recruitment	5,000.00	9/10/2025	5,000.00	9/29/2025	\$ 5,000.00	-
Mode Haus	316 S Spring St, Unit A	New Business Recruitment	-	10/1/2025	-		\$ -	-
		YTD 2025 Activity	35,000.00		15,000.00		35,000.00	20,000.00
							\$ -	-

City of Beaver Dam  
 Downtown Grant Commitments  
 As of February 24, 2026

Applicant Name	Applicant Address	Project	Approved Commitment	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2026 Activity	-		-		\$ -	-
			\$ 939,657.47		\$ 905,918.55		\$ 933,412.62	\$ 27,494.07
		Grand Total of Committed and Spent Funds			\$ 64,081.45		\$ 36,587.38	
		Uncommitted and Unspent Funds			Amount Unspent		Amount Remaining to Commit	

City of Beaver Dam  
Grant Commitments - Housing  
As of February 24, 2026

Applicant Name	Applicant Address	Project	Amount Committed	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
Beginning Balance - RES 86-2023 10/2/2023 180,000 - Reduced with Closure of ARPA								
RES 100-2024 40,000 Committed - Will revisit availability once current funds are depleted.								
Removed the additional amount with the closure of ARPA funds								
Additional Funds now in F40								
			\$ 123,848.55					
			\$ 56,151.45					
Scherer, Sara & Daniel	813 Madison St	Residential Exterior	10,000.00	5/1/2024	10,000.00	11/13/2024	\$ 10,000.00	-
Strasskie, Brie & Christopher	913 Madison St	Residential Exterior	7,500.00	5/1/2024	7,500.00	5/29/2024	\$ 7,500.00	-
Hartzheim, Paul	600 Madison St	Residential Exterior	1,005.00	5/1/2024	845.63	10/28/2024	\$ 845.63	-
Leland, Rhonda & Roger	406 Madison St	Residential Exterior	2,700.00	5/1/2024	2,700.00	9/13/2024	\$ 2,700.00	-
Garczynski, Douglas	710 Madison St	Residential Exterior	7,719.75	6/5/2024	7,719.75	11/13/2024	\$ 7,719.75	-
Trevino, Barbara	714 Madison St	Residential Exterior	6,317.10	6/5/2024	6,317.10	11/4/2024	\$ 6,317.10	-
Magnuson, Erkentraud & James	608 Madison St	Residential Exterior	10,000.00	6/5/2024	10,000.00	6/30/2025	\$ 10,000.00	-
Dietenberger, Jeff	1013/1015 Madison St	Residential Exterior (Abandoned Project)	-	6/5/2024	\$ -		\$ -	-
Beaver Dam Homes LLC	303 Madison St	Residential Exterior	10,000.00	6/5/2024	10,000.00	12/30/2025	\$ 10,000.00	-
Leland, Rhonda & Roger	406 Madison St	Residential Exterior	4,500.00	6/5/2024	4,500.00	9/13/2024	\$ 4,500.00	-
Drake, Karen & Scott	1019 Madison St	Residential Exterior	5,011.54	6/5/2024	5,011.54	8/7/2024	\$ 5,011.54	-
Dream Flips Real Estate Co. LLC	610 Madison St	Residential Exterior	10,000.00	8/7/2024	10,000.00	8/7/2024	\$ 10,000.00	-
Scott Allain	815 Madison St	Residential Exterior	10,000.00	10/2/2024	10,000.00	7/30/2025	\$ 10,000.00	-
William Voigt	844 Madison St	Residential Exterior	7,029.81	10/2/2024	7,029.81	1/15/2025	\$ 7,029.81	-
Mark Greinert	804 Madison St	Residential Exterior	6,532.50	11/6/2024	6,532.50	12/11/2024	\$ 6,532.50	-
Mark Greinert (Split for landscaping)	804 Madison St	Residential Exterior	791.25	11/6/2024	791.25		\$ 791.25	791.25
		YTD 2024 Activity	99,106.95		98,156.33		98,947.58	791.25
William Voigt	844 Madison St	Residential Exterior	1,184.42	1/8/2025	1,034.36	1/15/2025	\$ 1,034.36	-
Barbara Trevino	714 Madison St	Residential Exterior	2,175.00	1/8/2025	2,175.00		\$ 2,175.00	2,175.00
David & Barbara Roberts Trust	615 Madison St	Residential Exterior	9,523.61	2/5/2025	9,373.61	6/25/2025	\$ 9,373.61	-
Erik & Lauran Arnold	600 S Spring St	Residential Exterior	9,525.00	5/7/2025	8,625.00	9/10/2025	\$ 8,625.00	-
Chubby & Maria Hibalo	609 S Spring St	Residential Exterior	2,737.50	5/7/2025	2,737.50		\$ 2,737.50	2,737.50
Joseph & Victoria Bruns	918 S Spring St	Residential Exterior	6,659.25	7/9/2025	6,659.25	10/6/2025	\$ 6,659.25	-
Heath & Jessica Spence	830 S Spring St	Residential Exterior	10,000.00	9/10/2025	10,000.00	11/5/2025	\$ 10,000.00	-
Peter & Laura Ostrander	925 S Spring St	Residential Exterior	10,000.00	9/10/2025	10,000.00	11/25/2025	\$ 10,000.00	-
Dorothy Kumba (Mike Wissell)	706 Madison St	Residential Exterior	5,657.44	12/3/2025	5,657.44	12/30/2025	\$ 5,657.44	-
		YTD 2025 Activity	57,462.22		51,349.66		56,262.16	4,912.50

City of Beaver Dam  
 Grant Commitments - Housing  
 As of February 24, 2026

Applicant Name	Applicant Address	Project	Amount Committed	Date Committed	Amount Spent	Date Spent	Adjusted Commitment	Committed not Spent
		YTD 2026 Activity	-		-		\$ -	-
			-		-		\$ -	-
Grand Total of Committed and Spent Funds			\$ 156,569.17		\$ 149,505.99		\$ 155,209.74	\$ 5,703.75
Uncommitted and Unspent Funds			\$ 23,430.83		\$ 30,494.01		\$ 24,790.26	
					Amount Unspent		Amount Remaining to Commit	



2(a)

### City of Beaver Dam Downtown Redevelopment Committee Application for Certificate of Appropriateness

213 Front Street  
Street Address of Property

5/22/26  
Date

#### APPLICANT INFORMATION

Applicant Name: Michelle Rake

Applicant's Address: W10291 Hawk Rd BD

Daytime Phone: (414) 528-8662 Email: michellerake4@gmail.com

Relationship to Property Owner: self/owner

(ie: owner, tenant, architect, contractor, attorney)

#### BUILDING OWNER INFORMATION (If different than applicant)

Property Owner's Name: Michelle Rake

Property Owner's Address: W10291 Hawk Rd BD

Daytime Phone: (414) 528-8662 Email: michellerake@gmail.com

#### PROPERTY INFORMATION

Year Built: unsure Current Business: Wise Owl Wellness + Psychiatry

Use(s): Service | Offices | Commercial | Non-profit | Mixed-Use | Manufacturing (circle)

Original/Prior Use(s): unsure

#### TYPE OF WORK Check all that apply.

- Storefront Remodel
- Porch/Railings
- Fence/Gate
- Artistic Feature
- Windows
- Awning
- Gutters
- Other paint + Building
- Doors
- Lighting
- Landscape
- Siding
- Painting
- Masonry
- Roof
- Stairs
- Signage

#### NEW CONSTRUCTION/DEMOLITION/RELOCATION

Demolition  New Structure  Addition to Existing Structure  Relocation

**SCOPE OF WORK**

Describe in detail the work to be done. The description should include information about the current state of the property, historic features, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

*All attached*

**APPLICATIONS MUST INCLUDE:**

- Tenants must provide written landlord approval with application.
- Photographs of the existing structure and site.

For projects which include any new construction or reconstruction, also include:

- Sketches/designer/architectural plans and elevation drawings.
- Proposed materials and colors.
- Manufacturer's photographs, illustrations and/or specifications & warranty info if applicable

Signage projects must:

- Reflect the sign details and graphics in color with all necessary dimensions.
- Show where the signage will be located on the building.
- Provide construction and material details.

If a relocation project, also include:

- Photographs and description of new site.
- Site plan of new location.

**NOTE:** The more detail provided, the easier it'll be for the DRC to approve your project.

Applicant Signature Michelle Rabe Date 5/28/26

I certify that all statements made in this application are true and complete and understand that any misrepresentations or omissions made by me as part of my application will be sufficient for rejection should one be discovered after approval. Applicant acknowledges that the proposed project must comply with Beaver Dam City Codes, including the Design Review Guidelines. Applicant also acknowledges that if granted, the Certificate of Appropriateness is only for the project and materials as approved, and that applicant will contact the Building Inspections Department prior to making changes that deviate in any way from the approved Certificate of Appropriateness.

**SUBMIT APPLICATION TO:**

City of Beaver Dam, Inspections Services, 205 S Lincoln Ave, Room 57-Lower Level, Beaver Dam WI 53916

**\*\*\* Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.**

**Internal Use:**  
**DOWNTOWN REDEVELOPMENT COMMITTEE APPROVAL**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

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## Certificate of Appropriateness — Scope of Work

Type of Work: Painting, Signage, Lighting

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### Current State of Property

The building is a commercial structure located in downtown Beaver Dam. The exterior currently features stucco and brick facades in their existing condition. The building includes a distinctive vertical projecting metal sign structure — formerly shaped as a large key — which has been a recognizable architectural feature of this location.

### Proposed Work

**1. Exterior Painting** All exterior stucco and brick surfaces on both the front and rear of the building will be painted black using Sherwin-Williams Emerald Rain Refresh in a flat sheen. Trim will be painted light grey. The entry door will be painted in a complementary accent color (blue — final shade to be confirmed and submitted upon selection). Sherwin-Williams Emerald Rain Refresh is a premium exterior paint formulated for durability and weather resistance, appropriate for both masonry and stucco surfaces.

*Reason for work:* To create a cohesive, polished exterior that reflects the professional nature of the businesses operating within and contributes to an attractive downtown streetscape.

**2. Signage — Projecting Sign (Existing Structure)** The existing vertical projecting metal sign structure — historically recognized as a landmark feature of this building — will be preserved in its entirety. Rather than removing or replacing the structure, a new sign face will be overlaid onto the existing framework. The sign face material is pending final confirmation from the sign vendor (expected to be a composite or acrylic panel).

Sign dimensions: approximately 4.46 ft x 17 ft

The sign will display:

- "Wise Owl" in large letters as the primary text
- "Wellness & Psychiatry" in smaller letters beneath
- A circular section at the base featuring an outline owl logo (the brand mark for Wise Owl Wellness & Psychiatry)

The design intentionally honors the building's existing architectural character by retaining the original key-shaped metal structure. The new sign overlay will complement the updated exterior color scheme.

*Reason for work:* To identify the current business tenants while preserving a distinctive and recognized building feature.

**3. Lighting** Four existing exterior light fixtures directed toward the projecting sign will be replaced with updated fixtures in black finish, installed in the same locations and using the same mounting style as the originals. No structural changes to mounting locations are proposed.

Two new gooseneck light fixtures will be added to the right side of the building exterior, also in black finish, to provide additional facade illumination consistent with the overall design refresh.

All fixtures are shielded and directed toward the building to minimize light spill, consistent with the city's building lighting standards.

*Reason for work:* To update aging fixtures, improve visibility of signage and facade, and maintain a safe, well-lit storefront consistent with downtown standards.

**Expected Completion Date:** Within 180 days of approval.

Current photos:



(S)



Proposed photos:

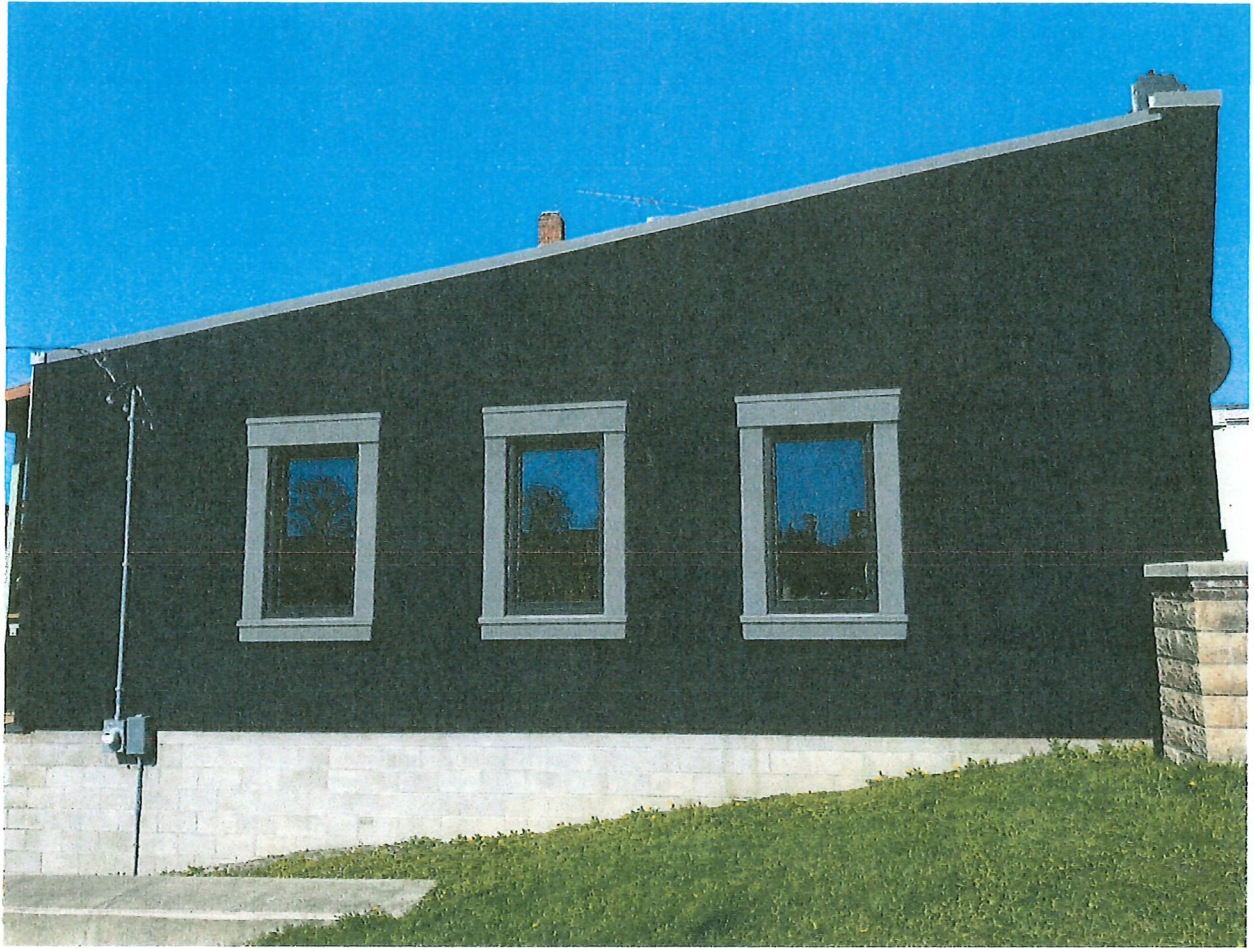
# Proposed Lighting



②

Proposed Photos (Paint only)



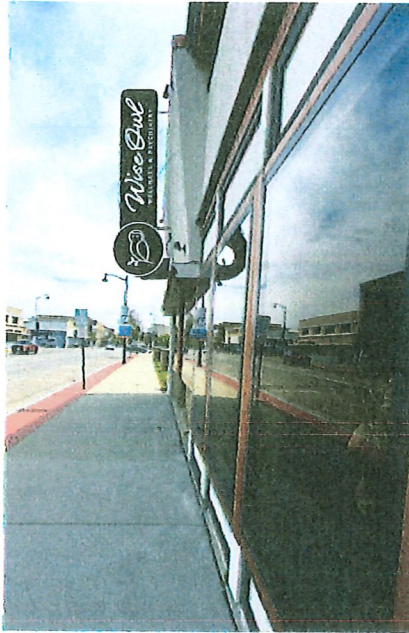
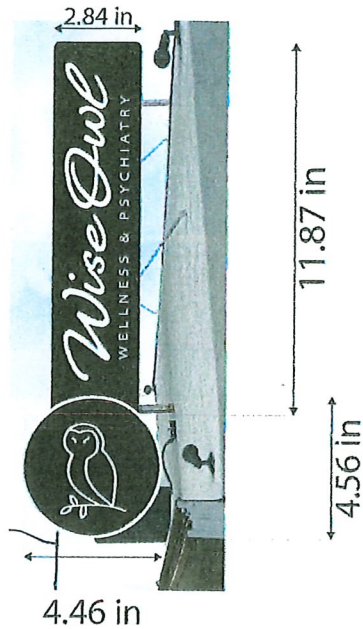


9

# Proposed Signage

aproximate size  
will need a bucket truck to do a full survey  
10th scale

6 mil polymetal for the sign material  
\$ 3500.00 installed (this is aprox price)



PROJECT	LOCATION	ADDRESS	DATE	DRAWING #	DESIGNER
		213 FRONT ST.	5/18/26	1	TBS

**W Design Proof**

CLIENT  
*Wise Owl*  
WELLNESS

---

MICHELLE WOLFF  
michellewolff5@me.com

SPECIFICATIONS / NOTES

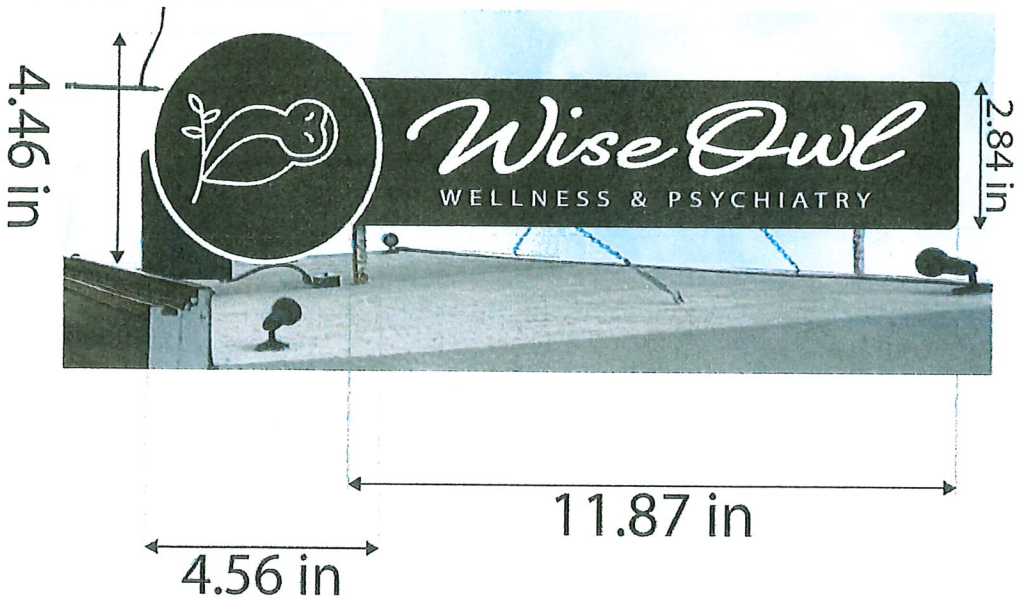
COLOR SPECIFICATIONS

Disclaimer: The ink colors shown in this rendering may not match the actual print. Final print or vinyl colors that will be used.

**Westphal**  
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www.WeAreWestphal.com • 920.583.4452  
921 Kings Drive, Brownsville, WI 53006

10

approximate size  
will need a bucket truck to do a full survey  
10th scale



6 mil polymetal for the sign material  
\$ 3500.00 installed (this is approx price)



PROJECT LOCATION ADDRESS DATE DRAWING # DESIGNER

213 FRONT ST. 5/18/26 1 NB

**W Design Proof**

CLIENT  
*Wise Owl*  
WELLNESS

MICHELLE WOLFF  
michellewolff5@me.com

SPECIFICATIONS / NOTES

COLOR SPECIFICATIONS

*Disclaimer: The ink colors shown in this rendering may not match the actual paint, final print or vinyl colors that will be used.*

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2 (b)

# City of Beaver Dam Downtown Redevelopment Committee Application for Downtown Exterior Building Improvement Funds

Address of property 213 Front St. Date 5/22/26

### APPLICANT INFORMATION

Applicant's Name: Michelle Rake  
Applicant's Address: W10291 Hawk Rd Beaver Dam WI 53916  
Daytime Telephone Number: (847) 528-8662 Email address: michelleRake4@gmail.com  
Relationship to Property Owner self  
(i.e. owner, lessee, architect, contractor, attorney)

### BUILDING OWNER INFORMATION (If different than applicant)

Property Owner's Name: Michelle Rake  
Property Owner's Address: \_\_\_\_\_  
Daytime Telephone Number: ( ) \_\_\_\_\_ Email Address: \_\_\_\_\_

### PROPERTY INFORMATION

Year Built: \_\_\_\_\_ Commercial/Residential/Municipal/Industrial (circle one)  
Original Name of Structure (if known): \_\_\_\_\_  
Original Use of Structure (if known): \_\_\_\_\_  
Common Name of Current Business: Wise Owl Wellness + Psychiatry  
Current Use(s): office / clinic

### APPLYING FOR EXTERIOR BUILDING IMPROVEMENT FUNDS

IMPROVEMENT TOTAL \$ 11,252.00 (min \$ 1,000)

GRANT AMOUNT APPLYING FOR \$ 5,626.00 (50% MATCH UP TO \$ 20,000)

TYPE OF WORK Check all that apply.  
Funds shall be specific for building improvements.

#### EXTERIOR ALTERATIONS

- |  |  |                                     |  |   |
|--|--|-------------------------------------|--|---|
| <input checked="" type="checkbox"/> Storefront Remodel | <input type="checkbox"/> Windows           | <input type="checkbox"/> Doors      | <input type="checkbox"/> Siding              | <input type="checkbox"/> Roof/Tuck Pointing |
| <input type="checkbox"/> Porch/Railings                | <input checked="" type="checkbox"/> Awning | <input type="checkbox"/> Fence/Gate | <input checked="" type="checkbox"/> Lighting |   |
| <input type="checkbox"/> Stairs                        | <input type="checkbox"/> Gutters           | <input type="checkbox"/> Landscape  | <input type="checkbox"/> Masonry             | <input checked="" type="checkbox"/> Signage |
| <input checked="" type="checkbox"/> Other <u>Paint</u> |  |                                     |  |   |

\*\*\*Roof replacement/repair and tuck-pointing project costs are not eligible for grant re-imbursement; however, these costs are allowed to be used for matching purposes up to \$ 20,000.

**DESCRIPTION OF WORK:** Please describe in detail the work to be done. The description should include information about the current state of the property, materials, methods, design, measurement, project phasing, reason for work and expected completion date. Demolition requests must include the proposed reuse of the site. Relocation requests must include information about the new site. Additional pages may be attached.

**ALL APPLICATIONS MUST INCLUDE:**

\_\_\_ Tenants must provide written landlord approval with applications

\_\_\_ Itemization of all estimates showing the project total costs

\_\_\_ Color or digital photographs of the existing structure and site

If the project includes any new construction or reconstruction, also include:

\_\_\_ Sketches and/or architectural/designer plans and elevation drawings

\_\_\_ Proposed materials and colors

\_\_\_ Manufacturer's photographs, illustrations, cut sheets and/or specifications (including warranty information, if applicable.)

\_\_\_ Site plan, with dimensions, if applicable

If material changes are proposed, also include:

\_\_\_ Sketches and/or architectural/designer plans and elevation drawings indicating location of changes

\_\_\_ Samples of new materials (i.e. Awning fabric, sign material, stone façade etc.)

\_\_\_ Proposed colors

\_\_\_ Manufacturer's photographs, illustrations and/or specifications (including warranty information, if applicable).

If a relocation project, also include:

\_\_\_ Photographs and description of new site

\_\_\_ Site plan of new location

**ALL WORK MUST BE COMPLETED AND INSPECTED BEFORE GRANT MONEY IS DISPERSED**

**Applicant Signature** Michelle Rake **Date** 5/20/26

**\*\*\*Application must be submitted in full at least 10 days prior to the next scheduled Downtown Redevelopment Committee.**

The Downtown Redevelopment Committee reserves the right to reject any application and to determine the appropriate next steps for resubmission of the application or complete denial. Applicant acknowledges that the proposed project must comply with the Beaver Dam City Codes, including, but not limited to the Design Review Guidelines, and the Secretary of the Interior's Standards for Rehabilitation.

\*\*\*\*\*

**FOR INTERNAL USE**

Application Received: Date: \_\_\_\_\_ By \_\_\_\_\_

**DRC APPROVAL**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**APPLICATION SENT TO CITY ASSESSOR**

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Exterior Building Improvement Funds — Description of Work

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The proposed improvements to 213 Front Street represent a comprehensive exterior refresh designed to revitalize the building's appearance, support two established healthcare businesses, and contribute positively to the downtown streetscape.

### **Painting \$5852.- Beach House Painting, LLC**

All exterior stucco and brick surfaces (front and rear) will be painted black using Sherwin-Williams Emerald Rain Refresh flat sheen — a premium, weather-resistant exterior product appropriate for masonry and stucco. Trim will be finished in light grey. A complementary accent color will be applied to the entry door. These improvements will dramatically update the building's curb appeal and create a clean, professional appearance consistent with the character of a modern downtown business district.

### **Signage \$3500. -Westphal Signs**

The building's existing vertical projecting metal sign structure — a longtime visual landmark on this block — will be preserved and repurposed. A new sign face overlay (composite or acrylic panel, pending vendor confirmation) will be applied to the existing framework, displaying the name and logo of Wise Owl Wellness & Psychiatry. This approach avoids demolition of a recognized building feature while bringing the signage current with the new business identity. Sign dimensions are approximately 25 feet long by 2 feet wide.

### **Lighting \$1900. McCallum Electric, Inc.**

McFour existing sign-directed exterior fixtures will be replaced with updated black-finish fixtures in the same locations and mounting configuration. Two new gooseneck fixtures will be added to the right building facade. All fixtures are appropriately shielded for downward/directional illumination.

**Total Improvement Cost: \$11,252.00 Grant Amount Requested: \$5626.00 (50% match)**

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**Painting: \$5,852.00 Lighting: \$1,990.00 Signage: approx. 3500.00 Total Improvement Cost: \$11252.00 Grant Amount Requested: \$5626.00 (50%)**

**McCallum Electric, Inc.**  
**N7078 S. Crystal Lake Rd.**  
**Beaver Dam, WI 53916**  
 Ph (920) 887-3910  
 Fx (920) 887-8220

**PROPOSAL SUBMITTED TO:**

**Name:** MICHELLE RAKE  
**Address:** 219 FRONT STREET  
**City:** BEAVER DAM, WI 53916  
**Phone:** 847-528-8662

**WORK TO BE PERFORMED AT:**

**Name:** WISE OWL WELLNESS  
**Address:** 219 FRONT STREET  
**City:** BEAVER DAM, WI 53916  
**Phone:** 847-528-8662

**Date:**

**Parts and Labor to:**

**Install (2) Gooseneck Outdoor Lights & (4) Outdoor Spot Lights**

**\$1,900.00**

\*\*\*Due to Fluctuations in the Market, pricing is good for 60 days and may require a re-quote.

**PROPOSAL INCLUDES:**

Material and labor as required in accordance with the above specifications.

For the Sum of \$1,900

One-Thousand Nine Hundred Dollars

Payment to be made as follows:

Upon completion of job.

*\*Interest shall accrue on unpaid balances at the rate of one and one-half (1 1/2%) per month upon completion or 30 days after due date.*

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed upon with either a verbal or written order, and will become an extra charge over and above the estimate. All agreements contingent upon accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation insurance.

NOTE: THIS PROPOSAL MAY BE WITHDRAWN BY US IF NOT ACCEPTED WITHIN 30 DAYS.

*Mark McCallum 5/12/2026*

**Mark McCallum**

**ACCEPTANCE OF PROPOSAL**

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to complete this contract as specified. Payment will be made as outlined to the left.

SIGNATURE OR COMPANY

AUTHORIZED SIGNATURE

DATE OF ACCEPTANCE

AS REQUIRED BY THE WISCONSIN CONSTRUCTION LIEN LAW, BUILDER HEREBY NOTIFIES OWNER THAT PERSONS OR COMPANIES FURNISHING LABOR OR MATERIALS FOR THE CONSTRUCTION ON OWNER'S LAND MAY HAVE LIEN RIGHTS ON OWNER'S LAND AND BUILDINGS IF NOT PAID. THOSE ENTITLED TO LIEN RIGHTS, IN ADDITION TO THE UNDERSIGNED BUILDER, ARE THOSE WHO CONTRACT DIRECTLY WITH THE OWNER OR THOSE WHO GIVE THE OWNER NOTICE WITHIN SIXTY (60) DAYS AFTER THEY FIRST FURNISH LABOR OR MATERIALS FOR THE CONSTRUCTION. ACCORDINGLY, OWNER PROBABLY WILL RECEIVE NOTICES FROM THOSE WHO FURNISH LABOR OR MATERIALS FOR THE CONSTRUCTION AND SHOULD GIVE A COPY OF EACH NOTICE RECEIVED TO THE MORTGAGE LENDER, IF ANY, BUILDER

4

# ESTIMATE

**Beach House Painting, LLC**  
1709 Montclair Pl  
Fort Atkinson, WI 53538-3154

contact@beachhousepaintingwi.com  
+1 (608) 852-5279  
beachhousepaintingwi.com



## Bill to

Michelle  
Wise Owl Wellness & Psychiatry  
213 Front Street  
Beaver Dam, WI 53915

## Estimate details

Estimate no.: 795  
Estimate date: 04/21/2026  
Expiration date: 05/22/2026

Product or service	Description	Amount
<b>Labor</b>	Project Scope Includes: Prep, masking and full coverage coats for the following Paint exterior surface of front, side, and back of building. Includes stucco walls (In White), Brick on front of building (Black), and full trim package (Color change on trim "Black"), Accent front door (Color match to Owl Logo).  Exclusions: * Deck, Handrails, Concrete foundation of side and back of <i>building.</i> * Removal of planter boxes * Removal of Sign on front of building * Storm Door	\$4,258.00
<b>Paint &amp; Materials</b>	Sherwin Williams Products Emerald Rain Refresh (Color TBD) Sheen: Flat All materials and equipment needed to properly complete project.	\$1,593.70

**Total** **\$5,851.70**

## Ways to pay

BANK

Payment due upon completion by:

- ACH
- Credit Card (3% fee)
- Check

Deposit due \$1,462.93

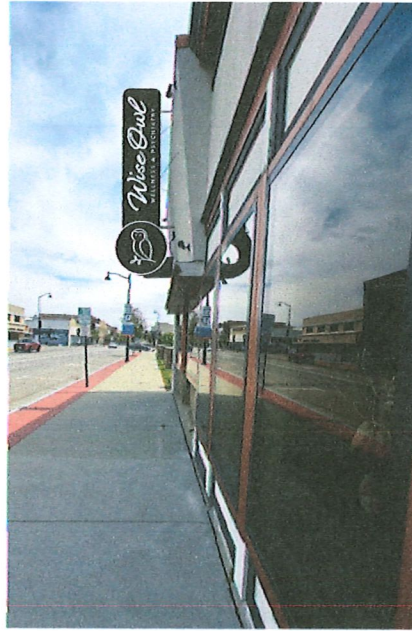
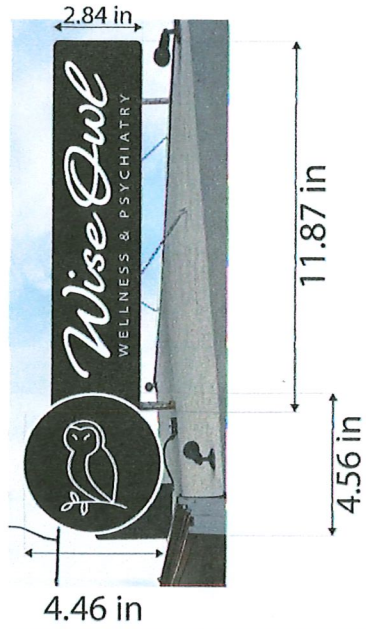
Expiry date 05/22/2026



# Proposed Signage

6 mil polymetal for the sign material  
 \$ 3500.00 installed (this is aprox price)

aproximate size  
 will need a bucket truck to do a full survey  
 10th scale



**W Design Proof**

CLIENT  
**Wise Owl**  
 WELLNESS

MICHELLE WOLFF  
 michellewolff5@me.com

SPECIFICATIONS / NOTES

COLOR SPECIFICATIONS

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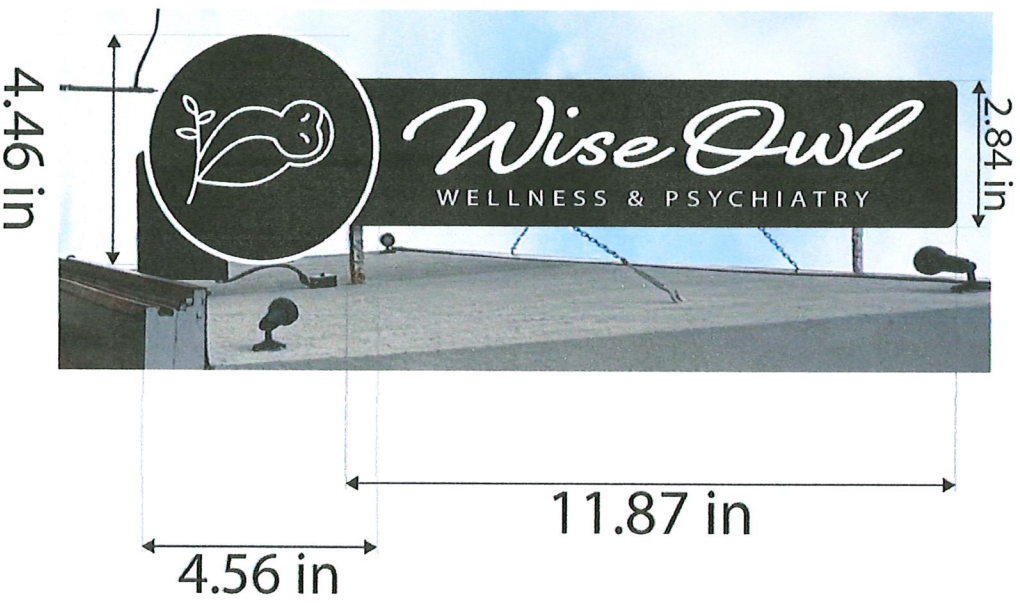
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 921 Kings Drive, Brownsville, WI 53006

PROJECT	LOCATION	ADDRESS	DATE	DRAWING #	DESIGNER
		213 FRONT ST.	5/18/26	1	NB

6

approximate size  
will need a bucket truck to do a full survey  
10th scale



6 mil polymetal for the sign material  
\$ 3500.00 installed (this is approx price)



7

PROJECT LOCATION ADDRESS DATE DRAWING # DESIGNER

213 FRONT ST.

5/18/26

1

NB

**W Design Proof**

CLIENT  
*Wise Owl*  
WELLNESS

MICHELLE WOLFF  
michellewolff5@me.com

SPECIFICATIONS / NOTES

COLOR SPECIFICATIONS

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**westphal**

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Current photos:





~~Proposed photos.~~

Proposed Photos (Paint only)



10



11

# Proposed Lighting

