



City of Beaver Dam, Wisconsin
Downtown Redevelopment Committee
Meeting Minutes
205 S. Lincoln Ave; Council Chambers
Wednesday, July 9, 2025
9:00 AM

1) Call to Order – Roll Call

The meeting of the Downtown Redevelopment Committee was called to order at 9:03 a.m. by Chairperson Mark Murphy. Present: Jennifer Hiley, JON LARSEN, MARK MURPHY, Mike Wissell, Erv Munro, 5. Absent: RIC FIEGEL, GLEN LINK, JEN WARMBOLD, Jack Yuds, 4.

a) Approval of the May 7, 2025 Meeting Minutes

Motion by JON LARSEN, second by Jennifer Hiley, to approve. Motion carried by acclamation.

b) Update on Downtown Grant Commitments

2) Discussion & Possible Action

a) Review and recommend approval of application for Certificate of Appropriateness for a new sign located at 126 Front St.

Discussion was held regarding the design of the sign. Motion by Mike Wissell; Second by Jennifer Hiley to amend as follows: The blade sign and window decal are OK and approved as presented. The committee would like to see the main facade sign be changed to a darker background and to add a better description of the type of business it is. Motion as amended carried by acclamation.

b) Review and recommend approval of application for New Business Recruitment Grant Application for a new business located 126 Front St (Beth & Daisy LLC).

Motion by JON LARSEN, second by Erv Munro, to table until the applicants can be present at the meeting for discussion. Motion carried by acclamation.

c) Review and recommend approval of application for Residential Exterior Improvement funds for new windows, railings and a storm door located at 918 S S Spring St for the amount of \$6,659.25

Motion by JON LARSEN, second by Jennifer Hiley, to approve. Motion carried by acclamation.

d) Review and recommend approval of application for Certificate of Appropriateness for a new sign located at 135 Front St.

Motion by Mike Wissell, second by Jennifer Hiley, to approve. Motion carried by acclamation.

3) Adjourn

Motion by JON LARSEN, second by Jennifer Hiley, to adjourn. Motion carried by acclamation.

Chairperson Murphy adjourned the meeting at 9:30 a.m.

Respectfully Submitted,

Vicky Orth
Deputy City Clerk