

VILLAGE OF HORTONVILLE  
**ECONOMIC DEVELOPMENT COMMITTEE**  
July 29, 2025  
5:00 P.M.  
MUNICIPAL SERVICES CENTER  
531 N NASH ST., HORTONVILLE WI



### **AGENDA**

1. Call to order
2. Approval of July 16, 2024 minutes
3. Discussion and possible action for Small Development Business Grant
4. Adjourn

"Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administration Office at 920.779.6011 with as much advance notice as possible."

Posted: July 18, 2025  
Lauren Prochnow, WCMC  
Deputy Clerk-Treasurer

**VILLAGE OF HORTONVILLE  
ECONOMIC DEVELOPMENT COMMITTEE  
JULY 16, 2024 MEETING MINUTES**

Village President Jeanne Bellile called the meeting to order at 5:00 p.m. in the Community Center of the Municipal Services Center at 531 N. Nash St., Hortonville, Wisconsin.

Members present: Jaxon Bloxham, Greg Rogers, Jayne Frazier, and Mark Voight

Members absent: Shauna Keel

Officials/Staff: Administrator Nathan Treadwell, Clerk-Treasurer Jane Booth

Others present: Jodi Jurkovac

**Approval of October 25, 2023 minutes**

Motion [Mark Voight/Jason Bloxham] to approve the October 25, 2023 minutes.

Unanimous voice vote, motion carried.

**Discussion and possible action for Façade Loan – The Hardtails Saloon and Catering, 302 W Main Street**

Administrator Treadwell said that Jodi from Hardtails is here and would like a façade loan for building improvements. The program will pay for half of the sign.

Jodi said that the Amish make steel siding that looks like wood siding. When I had the old windows removed and replaced, they were all rotten. The sign is ordered and sitting in a warehouse. As long as the sign is flat, I should be good with the Village ordinance.

Mark Voight asked about the timeline.

Jodi from Hardtails stated that once approved, I would like it done by fall.

Motion [Voight/Frazier] to go ahead with the Façade Loan for The Hardtails Saloon and Catering, 312 W Main Street. Unanimous voice vote, motion carried.

**Adjourn**

Motion [Bloxham/Voight] to adjourn. Unanimous voice vote, motion carried. The committee adjourned at 5:09 p.m.

Minutes submitted by,

Jane Booth, WCMC  
Clerk-Treasurer



## SMALL BUSINESS FACADE GRANT PROGRAM

This grant program, established by the Village of Hortonville in partnership with the Wisconsin Economic Development Corporation (WEDC), is designed to encourage visible reinvestment in commercial properties located within the Downtown Zoning District. Property owners are encouraged to pursue improvements that enhance the character of the area and contribute to a more cohesive, welcoming downtown environment.

The program provides both Village and State funds toward actual project costs. The maximum grant per property is \$50,000; however, our goal is to distribute funds broadly, with an average grant amount between \$15,000 and \$20,000. A total of \$150,000 in grant funds is available.

Approved projects will be funded on a first-come, first-served basis until all funds have been awarded. Applications should be submitted to the Village of Hortonville Administration Office. All submissions will be reviewed and presented to the Economic Development Committee, which will evaluate each application and determine both project eligibility and the funding amount to be awarded. The primary goal of this program is to enhance the visual appeal of the downtown area.

### **Funding Priorities:**

- Priority will be given to projects focused on façade restoration.
- Applications will be evaluated based on:
  - The current condition of the building façade
  - The extent of transformation the project will achieve
  - The total project cost and requested funding amount

The Economic Development Committee may approve a project but allocate less funding than requested. In such cases, the Committee will ensure that the awarded funds will still allow for meaningful façade improvements.

### **ELIGIBILITY**

1. All work must be done to/on the exterior of the building/property and result upon completion of the project in a publicly visible improvement.
2. All work must be done in accordance with the Village of Hortonville Code of Ordinances and all necessary, required permits must be obtained. Work must include the correction of any known exterior building code violation(s).

3. Any/all work in progress or performed prior to project approval by the Economic Development Committee will not be eligible for funding.
4. Funds may be used for, but are not necessarily limited to, the following uses: exterior building materials, paint, awnings, windows, doors, landscaping, fencing, lighting or signs. Other uses may also be eligible if prior approval is granted by the Village Administrator who shall serve as the Project Manager for this program.
5. While signs are an eligible use for funding through this program said costs must not amount to more than fifty (50) percent of the total project expenditures.
6. The following types of property are not eligible for participation in this program:
  - Tax delinquent;
  - Special Assessment delinquent;
  - Property in litigation;
  - Property in condemnation or receivership;
  - Property owned by religious/non-profit groups/government;
  - Property used exclusively as a residential building though located within a Commercial zone; and,

NOTE: The Village of Hortonville reserves the right to waive any of the above items after an internal review is conducted by the Village Administrator and approved by the Economic Development Committee.

### PROJECT APPROVAL GUIDELINES

Commercial property owners and/or merchants must meet with the Village Administrator who serves in the capacity of Project Manager for this program. Sole authority for project approval is delegated to the Village of Hortonville Economic Development Committee which will conduct a meeting to review and approve all projects based upon the following guidelines:

1. A project application will only be reviewed if it is filled out completely and is accompanied by photographs illustrating the building(s) and property.
2. Multiple property owners must submit separate applications for each tax parcel.
3. Any business owner under a lease who submits an application must obtain and provide written consent and authorization from the property owner.
4. Project must be completed within 12 months from the date of official project approval by the Economic Development Committee.

Requests for any extensions must be presented to the Village Administrator and will be considered only if made in writing citing any/all reasons why such a request is necessary and that progress towards completion of the project has been demonstrated.

## PROPERTY OWNER REQUIREMENTS

Upon the official approval of the project, the property owner/merchant plays an important role in a partnership that includes the Village of Hortonville. The building owner/applicant must initially provide design drawings, material specifications and a cost estimate for the project. The property owner/applicant must also provide evidence of additional financing to complete the project (the ideal ratio of private to public investment of funds is dollar for dollar). The following items will be required as part of the initial application/committee meeting process:

1. A program informational meeting with the Village Administrator is required to outline the entire project procedure.
2. Property owners/applicants must attend any/all Economic Development Committee meetings as scheduled (along with the contractor if applicable) to review the project, answer any questions presented by members of the Committee and to expedite the various stages of the project.
3. All work to be done on the project shall be the sole responsibility of the property owner/merchant. The Village of Hortonville administers the program as described herein and is not responsible for any work undertaken under this Façade Restoration program. The business owner/merchant hereby holds the Village of Hortonville and its employees harmless for any and all liability commencing out of any work paid for the project herein.
4. If work is to be done by the business owner/merchant, funds available through this program shall be provided for materials only.

## PROJECT OUTLINE

1. First fill out application
2. Meet with administrator to go over application (optional)
3. Meet with Economic Development Committee for pending approval
4. Next do the façade upgrades you applied for
5. Contact the Administrator to do final inspection of the work done.
6. Turn in copies of the receipts from the upgrade
7. Then we will grant you up to the amount used and granted to you by the Economic Development Committee.