

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, July 16, 2019 ** 8:00 – 9:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of April 16, 2019 meeting
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Financials (10 min)
 - (ACTION) Bills for Approval
 - Budget Status Report
 - Copies of 2018 Review Available
4. Executive Committee (10 min)
 - (ACTION) Approve notes from May 21 co-op partners work plan meeting
 - Property Updates
5. Recruitment and Retention Committee (5 min)
 - No Meeting / No Report
 - (ACTION) Sandwich Board Grant for Approval (Lyons)
6. Public Relations and Marketing Committee (10 min)
 - Next meeting July 18
7. Maintenance Committee Report (10 min)
 - June 19 Walking Tour Update
 - Next meeting is Sept. 11
 - Bulb Recycling Week Sept. 9-13
8. Know your neighbor. Tell us about a new product you're offering or a unique/different service you offer that others may not know about. (5 min)
9. Future Neenah Updates (5 min)
 - Neenah Artworks Uncovered
 - Log Your Loops
10. City of Neenah Updates (5 min)
 - Downtown Traffic Study Phase II
11. Announcements and future agenda items
 - Next Meeting – August 20

Dates To Remember:
Summer Madness Sale
August 1, 2019

Downtown Employee Appreciation Day
Sept 12, 2019

Historical Society Pow Wow
September 21, 2019

Committee members that cannot attend meeting please call 886-6125.

"Neenah City Hall is accessible to the physically disadvantaged. If special accommodations are needed please contact the Department of Community Development Office at 886-6125 at least 24 hours in advance of the meeting."

Minutes of Neenah Central City Business Improvement District Board
April 16, 2019 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Alex Noskowiak, Brian Gajewski, Sandy White, Umer Sheikh, Jane Lang, George Brownell, Joe Ziemba, and Grant Birtch. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Gajewski/Lang, the BID board to approve the minutes of the February 19, 2019 meeting. Motion carried.

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Brownell/Ziemba, the BID Board to approve bills in the amount of \$52,812.33. Motion carried.
- **Budget Status Report:** Two large draws were made this budget cycle – FNI administrative fees and for spring landscaping.
- **2018 Review in Process:** Baker Tilly will be providing a review of the BID financials this year instead of a full audit. This saved the BID over \$1,000. Baker Tilly had submitted draft and member Noskowiak had a question regarding the draft. This was referred back to Baker Tilly. Assistant Executive Director Hanneman assumes the report will be finished by the June BID Board meeting.

Executive Committee Report:

- **Year in Review Slide Show from Annual Meeting:** The BID Annual meeting was held on March 12, 2019 at Lion's Tail Brewery. Assistant Executive Director Hanneman displayed the power-point detailing the 2018 Year in Review Slide Show that was shown at the Annual Meeting during the BID Board meeting.
- **Prep for Co-Op Partner Meeting:** The Co-Op Partner meeting (City of Neenah, BID Board, Future Neenah) will be held on May 21, 2019 at Miron from 7:30-9:00 a.m. Assistant Executive Director Hanneman handed out the current agreement documents for member review. She asked that each member spend time reviewing these before the meeting. Deputy Director Schmidt asked that if members would like questions answered that are specific to the City to please get those questions to him before the meeting so that he can find the answers.

Member Birtch requested that the City Forester be at the Co-Op meeting.

Recruitment and Retention:

- **March 14 Joint Committees Meeting Update:** The main discussion at this meeting was regarding marketing packets to help attract potential businesses. Several months ago, business owners in the downtown received a similar packet from Downtown Oshkosh. Future Neenah has talked with Element about making a folder packet that could include details about the Downtown that might help in recruitment. A landing page for recruitment on the Future Neenah website was also discussed. For these two item set-ups (marketing packets and online landing page), the cost would be \$4,000. This would only be the design of the marketing packet (no printing) and no maintenance of the webpage (Future Neenah would do this in house). This money was budgeted by the committees for marketing purposes.

The committees also discussed open houses and incentives to work with brokers.

- **(Action) Sandwich Board Grant for Approval (202 W. Wisconsin):** The owner of Fibre (202 W. Wisconsin), has applied for a sandwich board grant for the amount of \$79.95. She will use this as a directional sign for customers to find her door in the alley.
MSC Birtch/Ziemba, the BID Board to approve the application for a sandwich board grant for 202 W. Wisconsin Avenue (Fibre). Motion carried.

- **(Action) Sign Grant for Approval (214 W. Wisconsin):** The owner of Love and Caramel (214 W. Wisconsin), has applied for a sign grant for the amount of \$165.00. This sign is a perpendicular blade sign.
MSC Birtch/Gajewski, the BID Board to approve the application for a sign grant for 214 W. Wisconsin Avenue (Love and Caramel). Motion carried.
- **(Action) Signage Expenditure – Gateway and Downtown:** Signage in the Downtown was discussed. There is a lack of kiosk-type signage that includes wayfinding indicators. The committees have recommended the purchase of four kiosk signs – one in Gateway Plaza and three in the Downtown. The signs are \$1,800 and design is still being considered. The size will be determined by how the sign will be mounted – bolting into the concrete might be a better options than drilling into the concrete (needed for a bigger sign).
MSC Birtch/White, the BID Board to approve the purchase of directional wayfinding signs in the downtown for \$7,200. Motion carried.

Public Relations and Marketing:

- **April 11 Meeting Update:** Shattuck School will be cleaning up the Downtown as volunteers on June 3rd. The Downtown brochure is being updated with a map.
- **Ladies Day Wrap Up:** Ultimate Ladies Day was a huge success. Many participants were new to the Downtown and to Ultimate Ladies Day. Business owners received great feedback and the ballroom setup worked out perfectly. The gift certificate sale revenue was up from last year at 269 rewards used (\$24,591). Two-hundred ninety women attended.
- **(Action) 2019 Market Partnership:** The partnership between the BID and the Farmer’s Market has existed for many years and is a budgeted item. BID businesses will take turns (on a first come/first serve basis) using the booth to showcase their business.
MSC Brownell/Noskowiak, the BID Board to approve the 2019 Farmer’s Market/BID Board partnership in the amount of \$3,000. Motion carried.

Maintenance Committee Report:

- **March 13 Meeting Update:** The winter snow events were discussed at the meeting. It was a bad year for ice and some of the salt bins were stolen. It was a struggle to get some businesses to take care of ice/snow under two inches. Without a maintenance man in the Downtown, it was harder to keep up with the removal. Future Neenah has hired Mike Jacobson for that role.

Steam cleaning the corrals was discussed as well as residents who dump large items. Member Birtch urged business owner’s with upstairs tenants to explain the City large item pick-up rules to their tenants before moving day.

Trash cans that require liners will be replaced with trash cans that can be picked up using the automatic trucks.

Flowers will be planted in the beds after Streetball. The trees and flowers continue to compete with water and the hanging flowers were not an option. The City has said they will not be responsible for the beds. This will be further discussed at the Co-Op meeting.

City of Neenah Updates

- **Comprehensive Plan:** Please see attached Power Point presentation. Deputy Director Schmidt detailed excerpts from the Neenah Comprehensive Plan 2040 involving goals, objectives and action items related to the Downtown.

Announcements and Future Agenda Items:

- **Next Meeting – Co-Op Partners Work Plan Meeting May 21**

Adjournment: The Board adjourned at 9:15 a.m.

MSC Brownell/White to adjourn. Motion carried.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Samantha Jefferson", with a long horizontal flourish extending to the right.

Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2019 Budget Status Report
as of April 30, 2019

	Balance as of 1/1/2019	ACTUAL April 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
Beginning Balance	\$ 14,018.81		\$ 14,018.81	\$ 7,956.00	14,018.81
INCOME					
BID assessment			\$ 136,694.09	\$ 136,529.00	(165.09)
Total Income		\$ -	\$ 150,712.90	\$ 144,485.00	
CENTRALIZED MANAGEMENT					
		30,368.34	30,368.34	64,520.00	34,151.66
PUBLIC RELATIONS					
		1,175.84	2,055.84	23,790.00	21,734.16
RETENTION and RECRUITMENT					
		2,500.00	2,998.75	20,125.00	17,126.25
MAINTENANCE					
		18,768.15	20,705.40	34,965.00	14,259.60
TRANSFER TO SAVINGS					
		-	-		
Total Expenses		<u><u>\$ 52,812.33</u></u>	<u><u>\$ 56,128.33</u></u>	<u><u>\$ 143,400.00</u></u>	<u><u>\$ 87,271.67</u></u>
Remaining Funds Available			\$ 94,584.57		

CENTRALIZED MANAGEMENT

Auto Allowance	158.34	158.34	50.00	(108.34)
Postage	-	-	40.00	40.00
Conferences and Meetings	210.00	210.00	550.00	340.00
Auditing	-	-	3,400.00	3,400.00
Banking Fees	-	-	240.00	240.00
Professional	30,000.00	30,000.00	60,000.00	30,000.00
Office Supplies	-	-	240.00	240.00
Total - Centralized Management	\$ 30,368.34	\$ 30,368.34	64,520.00	\$ 34,151.66

PUBLIC RELATIONS

Outside Printing		-	1,100.00	1,100.00
Advertising & Publications	230.00	280.00	3,375.00	3,095.00
Promotional Activities and Events	72.00	72.00	6,000.00	5,928.00
Outside Services	-	-	2,475.00	2,475.00
Secret Shopper	-	20.00	115.00	95.00
Gift Certificates	863.34	1,673.34	10,475.00	8,801.66
Brand Implementation	10.50	10.50	250.00	239.50
Total Public Relations	\$ 1,175.84	2,055.84	\$ 23,790.00	\$ 21,734.16

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 3,200.00	3,200.00
Awning / Sign Grant	-	\$ 498.75	\$ 3,500.00	\$ 3,001.25
Recruitment Tools	-	-	\$ 5,000.00	\$ 5,000.00
Retention Grant Program	2,500.00	2,500.00	\$ 8,425.00	\$ 5,925.00
Total Retention and Recruitment	\$ 2,500.00	\$ 2,998.75	\$ 20,125.00	\$ 17,126.25

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2019 Budget Status Report
as of April 30, 2019

	Balance as of 1/1/2019	ACTUAL April 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	-	2,750.00	2,750.00
Maint.of Equip / Snow Removal		1,218.75	1,755.00	3,250.00	1,495.00
Misc. Insurance		-	-	-	-
Waste Removal/Recycle		627.00	1,758.00	6,800.00	5,042.00
Tree Lights & Holiday Décor		-	-	800.00	800.00
All Other Supplies		162.40	162.40	755.00	592.60
Storage Rental		270.00	540.00	720.00	180.00
Flower Beds		16,490.00	16,490.00	16,490.00	-
Paint and Stain Monument & Tables		-	-	3,400.00	3,400.00
Total Maintenance Task Force		\$ 18,768.15	\$ 20,705.40	\$ 34,965.00	\$ 14,259.60
Transfer to Savings for Sign			-	\$ 1,250.00	
Total Expenses		\$ 52,812.33	\$ 56,128.33	\$ 144,650.00	\$ 87,271.67
Capital Reserve Fund	20037.38	\$ -	20,037.38	\$ 20,037.15	
Interest Earnings		-	18.90	50.00	
Savings - Signage	23500	-	8,041.25	24,750.00	
Maintenance Savings *	3200	-	3,200.00	3,200.00	
Reserve Fund Balance	46737.38	\$ 31,297.53	\$ 31,297.53	\$ 48,037.15	

* Note there was no reimbursement activity in May and June 2019

Partners Work Plan Meeting Results
UWO facilitator Notes
Tuesday, May 21, 2019

Street sweeping

- No specific comments, continue as usual

Refuse collection

- Needs separate meeting re: garbage can switch out to automated cans

Snow removal

- Business owner personal responsibility needs to be stressed; separate meeting needed to determine strategy
- Problems with snow removal/pile up at Wisconsin and Commercial

Municipal parking lots

- Serial abusers are being identified - escalating ticket cost, no repack penalty, customer parking improved
- Permit automation within the month
- Day pass a way out yet - +/- 6 months - email for permission for longer than 2 hour visits

Traffic control

- Maintenance needed at certain pedestrian crossings this summer

Sidewalks

- Some power washing needed - time of day is important. Does it create a window cleaning issue?

Trees and flowers

- Trees with flowers underneath needs solution/decision - BID decision
- Some maintenance needed on curb surrounds - BID/DPW research 2019 for 2020 budget
- Process/plan in place for trimming trees
- Continue to wrap electrical boxes this summer

Glatfelter Mill site

- Signage in process – Gateway Plaza to downtown
- BID = snow on the major thoroughfare with main fire access, currently DPW. Needs separate discussion

Banners, public decorations/displays

- 2019 full replacement year for tree lights
- Have savings account for signs – continue saving
- Monument at Commercial and Winneconne - BID will work with Dairy Queen for future maintenance of landscaping

Bus depot

- No current plans - waiting on results of Valley Transit study
- Public rest rooms in future plans?

Partnership building

- Maybe a breakfast meeting for next partners planning meeting?
 - Ok with having the work plan document updated every two years

Partners Work Plan Meeting Results - UWO facilitator Notes continued Tuesday, May 21, 2019

Marketing/PR

- Contract with Element for marketing material, directory, consultation on social media
- Can we have a single event calendar that works for all departments?
- 2 Downtown Neenah signs on 41 corridor N&S are in place!

Business retention/recruitment

- Info packet for new businesses - in works with Element
- Market analysis/branding study - need to save/budget for update to 2013 study

Centralized district management

- BID assessment - businesses seem to be ok if paid early or added to taxes
- Full audit now every 3 years with annual reviews on other 2 years

Follow up discussions need to be scheduled

1. Garbage can switch out to automated cans
2. Strategy to motivate personal business owner responsibility for snow removal
3. Issue with snow removal pileups on corner of Wisconsin and Commercial
4. Parking ramp? May be 350 spaces short in 12-18 months? Funding?
5. Determine responsibility for decision on trees/flower plantings, etc and make it happen
6. Gateway snow removal on major thoroughfare - BID/DPW discussion/decision
7. Replace monument at Commercial/Winneconne in future?
8. BID/NPD conversation re: active shooter situations and crosswalk safety
9. Event information calendars - easy access for all partners to single info source?
10. Start to discuss and plan for updates to 2013 market analysis/branding study

Minutes of Neenah Central City Business Improvement District Partnership Cooperative Meeting
May 21, 2019 – 8:00 am
Miron Construction – 1471 McMahon Drive, Neenah WI

PRESENT: Board Members: Umer Sheikh, Jane Lang, Joe Zimba, Sandy White, Bob Gillespie, Grant Birtch, & LeeAnn Wasinger. City of Neenah Employees: Mayor Dean Kaufert, Director Chris Haese, Director Gerry Kaiser, Deputy Director Brad Schmidt, Forester Trevor Fink, Assistant Superintendent Greg Radtke, Office Manager Samantha Jefferson & Intern Adam Franke. Future Neenah Employees: Executive Director Nikki Hessel & Assistant Executive Director Sara Hanneman. Future Neenah Board Members Andy Gaerthofner & Troy Noel. Also in attendance: Susan Neitzel – University of Wisconsin Oshkosh.

Partnership Cooperative Meeting:

Future Neenah Assistant Executive Director Hanneman began the meeting by welcoming the City, Future Neenah (staff and board) and the BID. She explained the rules of the meeting: 1) share the floor; 2) share your appreciation; 3) share knowledge and history.

Susan Neitzel (UW Oshkosh) served as the facilitator for this meeting. She briefly explained the outline for the discussion. Each of the 69 items would be discussed & determined if each item was working or not working and change is needed. Points for further discussion will be identified and discussed at follow up meetings.

Street Sweeping

- 1) Machine Sweeping Streets & Alleys:
- 2) Special Purpose/Special Events:

No changes needed.

Refuse Collection

- 3) Schedule & Route of Vendor & City:
- 4) Recycling:
- 5) Maintenance/Repair of Corrals:
- 6) Clean-Up of Corrals:
- 7) Dumpster Change Out/Replacement:
- 8) Grease-Trap Barrels – Change out/Clean Up:
- 9) Sidewalk Trash Receptacles:

Assistant Executive Director Hanneman suggested that refuse collection be discussed due to potential changes regarding automated pick-up. BID Member Gillespie expressed that members would like to know the plan moving forward. The pay schedule for the BID district was put together by Public Works Director Kaiser. This schedule will remain in effect and businesses will pay for commercial dumpsters. Future Neenah Executive Director Hessel reported that overages have been charged to the district due to extra refuse being thrown into the dumpsters (anything sticking out over the top of the dumpster).

Plans are moving forward to change the black, decorative trash cans currently in the Downtown to cans that would work with automated pick-up. BID Member Birtch questioned whether or not the City would be willing to subsidize the cost of the new cans. Currently, the BID pays recycling costs while the City pays trash costs. The BID is locked into a three year contract with Van's for coming recycling through December 31, 2021.

Further discussion – changing black, decorative cans to automated pick-up cans and costs associated

Snow Removal

- 10) Snow Removal – Municipal Lots & Ramps:
- 11) Snow Removal – Streets:
- 12) Snow Removal off Curb into Streets:
- 13) Snow Removal – Sidewalks:

The general consensus of the attendees was that personal responsibility for snow/ice removal must be stressed. The BID thanked the City for its excellent job with snow/ice removal when over 2" has accumulated. With any less accumulation, property owners are responsible for removal and come owners consistently do not remove the accumulation. It seems in the past, the owners would kindly be reminded. Community Development Director Haese suggested the BID Maintenance Committee discuss more aggressive actions that could be taken to make sure the Downtown is safe for pedestrians.

BID Member Shiekh would like to further discuss the corner of Wisconsin Avenue and Commercial Street as it continues to be a site of dangerous build-up of snow and ice.

Further discussion – personal responsibility of snow/ice accumulation under 2"; corner of Wisconsin Avenue and Commercial Street regarding snow/ice removal

Municipal Parking Lots:

- 14) Permit Program Management:
- 15) Parking Enforcement:
- 16) Removal of Illegally Parked/Abandoned Vehicles:
- 17) Graffiti Removal:
- 18) Landscape Area Maintenance:

At the last cooperative meeting, LPR technology was not yet being used. Directors Haese and Kaiser explained that the LPR technology is being used to enforce all time restricted areas. Repeat offenders do receive escalating tickets and it is evident that there is more parking availability for customers. The "no-reparking" rule was difficult to maintain as too many customers would return to the Downtown multiple times a day. James is working with businesses to bring permits online. Day passes are on hold for now until the rest of the system is up and running. There is not an anticipated time period for this. Ownership of NuPark has changed in recent months which is something the City is dealing with.

BID Member White thanked the City for working with her – when she has a vendor that will be at her store longer than two hours, she will notify the police department and they have had no issues with the vendor receiving a parking ticket.

Members asked when a parking ramp was planned to be constructed. The Mayor and Director Haese continue to explore locations for a ramp and it is still on the Council's radar. Ultimately, the City is waiting until development plans are more concrete to help decide on a location and need. The Mayor did remove this item from the CIP budget and will look to other options to fund a future ramp besides typical borrowing using bonds because the method is not working well.

Director Haese did suggest that parking may be in flux in the coming months/years. Approximately 300-400 spaces may be needed depending on development in the Downtown. The second phase of the traffic study is happening this summer. Two locations will be reviewed to determine how a ramp would affect street loading capacity. The Mayor has spoken with the CEOs of the companies that may want to expand in the Downtown and the City continues to work with them.

Traffic Control

- 19) Pedestrian Crossings:
- 20) Traffic Signal Maint.

Assistant Executive Director Hanneman thanked Traffic Engineer James Merten for being extremely responsive when a concern is reported. She has noticed some wear and tear on some of the bases on the metal signal poles. This is a Public Works maintenance item – Director Kaiser will follow-up.

Pedestrian crosswalks are making the area safer for crossing. Mayor Dean and the police department have discussed planned educational events for the crosswalks and roundabouts this summer.

Sweeping

- 21) Sweeping:
- 22) Repair & Replacement:
- 23) Sandwich Board & Other Private Advertising:
- 24) Sidewalk Occupancy Permits:
- 25) Sidewalk Cafes/Outdoor Food & Beverage:

Member Birtch asked about the picnic table that was hit – Traffic Engineer Merten is working with insurance to replace that table.

Sidewalks will be steam-cleaned by Sparkle Wash and will be hired by the BID. A permit from the City will be obtained (sidewalk occupancy). They will try to work on this during a time of day that will not effect pedestrians or potentially damage vehicles. Future Neenah Board Member Gaerthofner asked if this would create a cleaning issue for business windows. Assistant Executive Director Hanneman will look into this.

Member Birtch suggested that the corals being steam-cleaned be discussed.

Some curb surrounds have been damaged or are crumbling and need to be patched/replaced. Assistant Executive Director Hanneman will have the Future Neenah Maintenance staff member take pictures to send to Director Kaiser to allow for funds in next year's budget for repairs.

Further discussion – corals also being steam-cleaned potentially by increasing budget amount

Trees & Flowers

- 26) Tree Plantings & Maintenance:
- 27) Watering Trees:
- 28) Flower Planting/Maintenance
- 29) Pruning:
- 30) Mulch:
- 31) Tree Lights:
- 32) Tree Light Controller Boxes, Electrical System Maintenance:

There has been much discussion involving the flower beds and what should be placed in them to not affect the growth of the trees. Currently, the trees roots have come up to try to access the water being used for planted flowers. Due to this, it makes it difficult to plant in the beds. City Forrester Fink does not believe the trees will be harmed by planting flowers. Director Haese suggested flowers be planted if the BID can afford to continue to water the flowers if the trees are taking the needed water. If not, another solution should be found. The BID will decide what to plant there and how it will be maintained.

Assistant Executive Director Hanneman thanked Member Lang and the historical society for coordinating the creation and placement of the electrical box covers that has added a new level of aesthetic to the Downtown.

City crews under Forrester Fink will continue to monitor tree growth and trim if needed.

Further discussion – flower/tree beds: materials, plantings, watering, etc.

Glatfelter Mill Site:

- 33) Gateway Plaza:

Assistant Executive Director Hanneman questioned if anything has changed due to the completion of the Loop the Lake Trail. The BID continues to work on signage to connect the trail with the Downtown.

Director Kaiser noted the wording in section 33: "BID = snow on the major thoroughfare with main fire access." Currently, Public Works is paying to plow that area. Assistant Executive Director Hanneman will look into who should be paying for this work.

Further discussion – which entity pays expense of plowing major thoroughfare through Gateway Plaza

Banners, Public Decorations/Displays

- 34) Purchase/Ownership:
- 35) Installation:
- 36) Hardware:
- 37) Banner and Snowflake Cleaning/Storage:
- 38) Policy Management:
- 39) Maintenance of Monument at Commercial & Winnec.

Maintenance of the monument is done every three years (paints and seals). Currently, the landscaping around the monument is done by Jim Reiser and the Dairy Queen staff. He will be retiring in the coming months. Assistant Executive Director Hanneman hopes that Dairy Queen continues to maintain this corner and will contact the manager of the store regarding this. Attendees suggested it may be time to start budgeting for a new monument due to the amount a new one will cost when it comes time for a replacement.

Banners can be changed three times in a year – snowflake, “N” and red, white, and blue banners. Tree lights will be changed in the fall – 2019 is a full replacement year.

Further discussion – budgeting for a new monument

Bus Depot

- 40) Cleaning:
- 41) Routine Maintenance:
- 42) Locking/Building Security:
- 43) Capital Upgrades:

Member Gillespie asked if moving the bus depot was planned. Director Haese said that other sites have been considered but nothing seriously developed at this point. It has not been a part of the traffic study. A location closer to City Hall may be viable to allow access to restrooms during open hours or an option in conjunction with a new ramp may be considered. No restrooms are planned for the depot unless it is moved. Cleanliness and safety are a concern with any restrooms inside the bus station.

Valley Transit staff clean the depot but the City is responsible for any structural issues the building may have.

The shooting at the transit center in Appleton was discussed. Member Birtch suggested Chief of Police Aaron Olson be invited to a BID board meeting to discuss active shooter incidents and if the Downtown is prepared for a potential situation.

Further discussion – active shooter situations; inviting Chief of Police to BID meeting

Partnership Building

- 44) Joint Meetings:
- 45) Pre-Construction Conferences; Detour Route Planning & Signing; Communication to Property Owners/Businesses:
- 46) Communication & Contact Protocol

Community Development Deputy Director Schmidt suggested that holding these meetings every other year seemed sufficient due in part to the willingness to communicate outside of these meetings.

Member Birtch thanked everyone for their continued participation and to Deputy Director Schmidt and Mayor Kaufert for attending meetings.

Marketing/Public Relations

- 47) District & Destination Advertising:
- 48) Maintain Website and Social Media Presence:
- 49) Host annual BID events
- 50) Sponsor partner events with FNI & Other Entities
- 51) Directory Updates:
- 52) Secret Shopper Program:
- 53) Gift Certificate Program:

Future Neenah has been working with Element marketing firm to create marketing material and update the district directory. Future Neenah does their own social media.

Mayor Kaufert discussed each entity's calendars of events. He would prefer that the events put on by the BID or Future Neenah be on the City of Neenah calendar of events and vice versa. This consistency would be for ease of users and also for safety – the Police utilize the calendars to know when an event is happening so that there can be a police presence at the event. Assistant Executive Director Hannemann will contact Assistant to the Mayor Joni Heinz to work on the calendars.

Downtown Neenah signs were added to Interstate 41 in July of 2018. The City and the BID thanked Future Neenah for completing this project.

Further discussion – coordination of calendar of events

Business Retention/Recruitment

- 54) Ret. & Recr. Grant Program:
- 55) Exit Interviews:
- 56) Promote Façade Improvement Grants, Awning Grants:
- 57) Ambassador Visits:
- 58) Recr. New Businesses & Retain Existing Businesses including second floor and office spaces:
- 59) Market Analysis & Branding Study:

Executive Director Hessel began by saying the BID has not needed to conduct many exit interviews as businesses are staying in the Downtown and vacancy is low. An intense marketing packet is not needed at this time but Future Neenah is working with Element to design a packet in case the Downtown needs it. The City provides a "City Snapshot" sheet to be included in the welcome packet that Element is working on. Deputy Director Schmidt said that Community Development and East Central may also be able to assist or provide updated statistics and business information.

The last branding and marketing study was done in 2013 and it may be time to start budgeting for that item.

Further discussion – when to begin budgeting for study

Centralized District Management

- 60) Meeting Agendas & Minutes:
- 61) Meetings:
- 62) Bill Payment and Reimb.:
- 63) Create Ann. Op Plan:
- 64) Manage Gift Cert. Program:
- 65) Information Services:
- 66) Manage Bills & Budget:
- 67) Overhead:

Deputy Director Schmidt explained that for the last two years, the City has not sent out letters regarding the BID Assessment fee and reminding business owners to pay it before it rolls onto taxes if they prefer. This has not been a problem and Future Neenah has not received any complaints.

Audit information will be added to this document outlining that an audit will be performed every three years and a review being performed the remaining years.

Member Birtch thanked Future Neenah staff and welcomed Executive Director Hessel.

Adjournment: The meeting adjourned at 8:48 a.m.

Respectfully submitted,

Samantha Jefferson
Office Manager, Community Development