

# AGENDA



Neenah Central City Business Improvement District Board  
**Tuesday, April 20, 2021 \*\* 8:00 – 9:00 A.M.**  
**Council Chambers \* City Hall**



1. (ACTION) Approve minutes of March 16, 2021 meeting
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Recruitment and Retention Committee
  - (ACTION) Ret & Recr Grant 125 ½ W WI
4. Financials
  - (ACTION) Bills for Approval
  - Budget Status Report
  - Review Status
5. Executive Committee
6. Maintenance Committee Report
  - Rock the Block
  - District Walk Through June 9 – *All Bd Members Welcome!*
7. Public Relations and Marketing Committee
  - Report from April 8 meeting
8. City of Neenah Updates
9. Future Neenah Updates
  - Dine Out Neenah currently going on
10. Information Sharing
  - 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.
11. Announcements and future agenda items
  - Next Meeting – May 18, 2021

**BID Dates To Remember:**

**Spring Fling**  
May 1, 2021

**Gift Certificate Sale**  
June 12, 2021

**Minutes of Neenah Central City Business Improvement District Board**  
**March 16, 2021 – 8:00 am**  
**Council Chambers – City Hall**

**PRESENT:** Board Members: Alex Noskowiak, Beth Stubing, Jane Lang, Michelle Bauer, Bob Gillespie and Joe Ziemba. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Samantha Jefferson (City of Neenah Community Development), Deputy Director Brad Schmidt (City of Neenah Community Development) and Mayor Dean Kaufert.

**Approval of Minutes:** MSC Ziemba/Bauer, the BID Board to approve the minutes from the February 16, 2021 BID Board meeting. All voting aye.

**Public Appearances:** None.

**Financials:**

- **Bills for Approval:** MSC Bauer/Ziemba, the BID Board to approve the bill packet for the amount of \$2,665.76. Motion passed.
- **Budget Status Report:** Assistant Executive Director Hanneman detailed a few of the transactions on the budget status report. There is some carryover from last year.

**Executive Committee Report:**

- **'20 Year In Review (no in person annual meeting this year):** Assistant Executive Director Hanneman discussed the 2020 Year in Review pamphlet which took the place of an annual meeting (due to COVID concerns). One especially great highlight was that this year saw the highest gift card sales of any year so far.

**Maintenance Committee Report:**

- **Report from March 10 Meeting:** The committee discussed the ending of bulb recycling, the potential of starting paper/plastic recycling, and the open maintenance position for Future Neenah. The flower baskets are being prepared to be hung in the spring and the downtown will soon have WIFI using an extension of the library's WIFI. Rock the Block will again take place in the Caroline Street/Sherry Street area. A co-op meeting with the BID, City and Future Neenah will take place in September or October of this year.
- **Bulb Recycling Week is March 15-19** – this will be the last year for this service.
- **District Walk Through June 9**

**Recruitment and Retention Report:**

- **No Meeting, No Report**
- **Sign Grant Request 214 W Wisconsin Avenue:** Ryan Van Hammond and Kara Munoz at 214 W. Wisconsin Avenue are asking for a sign grant. **MSC Bauer/Stubing, the BID Board to approve a sign grant for 214 W. Wisconsin Avenue in the amount of \$338.63. Motion passed.**

**Public Relations and Marketing Committee Report:**

- **Updates from the February 11 meeting:** Member Bauer gave updates from the meeting and reported that the following was discussed:
  - Sweethearts Shop and Stroll was recapped. 171 people participated. Assistant Executive Director Hanneman reported that she got good feedback from the event.
  - The Lunch Bunch promotion brought in over \$3,000 in receipts.
  - The Spring N Scavenger Hunt will be from March 19 to April 1.
  - Downtown Neenah Spring Fling will be held May 1<sup>st</sup>. This will be a Mother's Day themed event and in place of Ultimate Ladies Day for the spring. This will also be a gift certificate event.
  - Gift Certificate Sales – June 12, 2021

**City of Neenah Updates:**

- Mayor Kaufert said both downtown developments are moving forward. Construction is well under way at the new ice rink.
- A public hearing for the potential South Commercial Street Redevelopment Plan will be held on March 22, 2021 at the CDA meeting. This will allow the district to utilize CDBG Façade Grant funds.
- Bazar After Dark is scheduled for South Commercial Street in July.
- Staff is working towards a plan to allow the outdoor seating ordinance that was introduced during COVID to apply in a continued capacity.
- The Memorial Day Parade is planned to take place. CommunityFest is also planned to be held while it will be scaled back as compare to normal years.
- Shopko has been sold but there is no information on what may be there in the future.
- Discussions are still being held regarding the parking ramp.
- Eagle Nation will be filing another lawsuit against the City.
- There have been discussions about No Mow May and it will continue to be discussed.
- Council meetings are beginning to be held in the Council Chambers once again.

**Future Neenah Updates:** There will be a city-wide dining promotion on April 12-26. FNI is planning for summer events.

**Announcements and Future Agenda Items:**

- **Next Meeting – April 20, 2021**

**Adjournment:** The Board adjourned at 8:50 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Samantha Jefferson', with a stylized flourish at the end.

Samantha Jefferson  
Office Manager, Community Development

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**

**2021 Budget Status Report**

**As of March 31, 2021**

	Balance as of 1/1/2021	ACTUAL March 2021	ACTUAL YTD Total 2021	2021 BUDGET	Budget - Actual
<b>Beginning Balance</b>	<b>\$ 19,999.44</b>		\$ 19,999.44	<b>\$ 22,122.16</b>	19,999.44
<b>INCOME</b>					
<b>BID assessment</b>		\$ 143,533.81	\$ 143,533.81	\$ 143,534.00	0.19
<b>Total Income</b>		<b>\$ 143,533.81</b>	<b>\$ 163,533.25</b>	<b>\$ 165,656.16</b>	
<b>CENTRALIZED MANAGEMENT</b>		-	-	64,005.00	64,005.00
<b>PUBLIC RELATIONS</b>		1,300.78	2,816.13	32,290.00	29,473.87
<b>RETENTION and RECRUITMENT</b>		-	-	26,500.00	26,500.00
<b>MAINTENANCE</b>		1,364.98	2,099.98	35,340.00	33,240.02
<b>TRANSFER TO SAVINGS</b>		-	-	7,500.00	
<b>Total Expenses</b>		<b>\$ 2,665.76</b>	<b>\$ 4,916.11</b>	<b>\$ 165,635.00</b>	<b>\$ 153,218.89</b>

**Remaining Funds Available**

**\$ 158,617.13**

**CENTRALIZED MANAGEMENT**

Auto Allowance	-	-	300.00	300.00
Postage	-	-	40.00	40.00
Conferences and Meetings	-	-	650.00	650.00
Auditing	-	-	2,650.00	2,650.00
Banking Fees	-	-	240.00	240.00
Professional	-	-	60,000.00	60,000.00
Office Supplies	-	-	125.00	125.00
<b>Total - Centralized Management</b>	<b>\$ -</b>	<b>\$ -</b>	<b>64,005.00</b>	<b>\$ 64,005.00</b>

**PUBLIC RELATIONS**

Outside Printing	-	-	1,500.00	1,500.00
Advertising & Publications	240.00	240.00	3,750.00	3,510.00
Promotional Activities and Events	144.00	144.00	8,200.00	8,056.00
Outside Services	-	326.49	3,500.00	3,173.51
Secret Shopper	-	-	90.00	90.00
Gift Certificates	916.78	2,105.64	15,000.00	12,894.36

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**

**2021 Budget Status Report**

**As of March 31, 2021**

	<b>Balance as of 1/1/2021</b>	<b>ACTUAL March 2021</b>	<b>ACTUAL YTD Total 2021</b>	<b>2021 BUDGET</b>	<b>Budget - Actual</b>
Brand Implementation		-	-	250.00	250.00
Total Public Relations		\$ 1,300.78	2,816.13	\$ 32,290.00	\$ 29,473.87
<b>RETENTION and RECRUITMENT</b>					
Misc. Expenditures		-	-	\$ 11,000.00	11,000.00
Awning / Sign Grant		-	\$ -	\$ 2,500.00	\$ 2,500.00
Recruitment Tools		-	-	\$ 3,000.00	\$ 3,000.00
Retention Grant Program		-	-	\$ 10,000.00	\$ 10,000.00
Total Retention and Recruitment		\$ -	\$ -	\$ 26,500.00	\$ 26,500.00
<b>MAINTENANCE</b>					
Banners		-	-	2,780.00	2,780.00
Maint.of Equip / Snow Removal		195.00	195.00	3,000.00	2,805.00
Waste Removal/Recycle		1,143.00	1,698.00	7,250.00	5,552.00
Tree Lights & Holiday Décor		-	-	800.00	800.00
All Other Supplies		26.98	26.98	600.00	573.02
Storage Rental		-	180.00	720.00	540.00
Flower Beds		-	-	13,690.00	13,690.00
Fixtures & Facilities		-	-	6,500.00	6,500.00
Total Maintenance Task Force		\$ 1,364.98	\$ 2,099.98	\$ 35,340.00	\$ 33,240.02
<b>Transfer to Savings for Sign</b>			-	\$ 7,500.00	
Total Expenses		\$ 2,665.76	\$ 4,916.11	\$ 165,635.00	\$ 153,218.89

		<b>Balance</b>			
Capital Reserve Fund	20,073.15	\$ -	20,073.15	\$ 26,573.15	\$ 6,500.00
Interest Earnings		-	-	27.00	
Savings - Signage	8,231.25	-	5,516.25	9,231.25	\$ 1,000.00
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	\$ -
					\$ -
Reserve Fund Balance	\$ 31,504.40	\$ 28,789.40	\$ 28,789.40	\$ 39,031.40	\$ 7,500.00