

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, June 19, 2018 ** 8:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of May 15, 2018 meeting.
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Financials
 - (ACTION) Bills for Approval
 - Budget Status Report
4. Executive Committee
 - VP nomination meeting
 - Correspondence
5. Recruitment and Retention Committee
 - (ACTION) Ret & Recr Grants - 3
 - Update from June 6 meeting
6. Public Relations and Marketing Committee
 - Update from June 14 Meeting
 - (ACTION) Electrical Box Wrap Funds
7. Maintenance Committee Report
 - Update from June 12 Walking Tour
8. Future Neenah Updates
 - Summer event season!!!
 - The Revival Opened June 8
9. City of Neenah Updates
 - Cut & Run June 23 @ 9am
10. Announcements and future agenda items
 - No meeting in July – enjoy your summer!

Dates To Remember:
Summer Madness Sale
August 2
Employee Appreciation
September 13

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
May 15, 2018 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Grant Birtch, John Skyrms, Keith Peters, Steve Gries, Brian Gajewski, Sandy White, Bob Gillespie, Umer Sheikh, and Alex Noskowiak. Also present: Amy Barker (Future Neenah, Inc.), Mayor Dean Kaufert, Intern Paul Karpenko, Office Manager Samantha Jefferson, and Deputy Director of Community Development Brad Schmidt.

Approval of Minutes: MSC Birtch/Skyrms, the BID board to approve the minutes of the April 17, 2018 meeting with the following corrections:

- Bulb recycling was completed in May.
- The Annual BID Operating Plan was handed out at the annual meeting.

Motion carried.

Public Appearances:

- Paul Karpenko was introduced. He will be working in Community Development as a Planning Intern.

Financials:

- Bills for Approval: **MSC Gillespie/Birtch, the BID Board to approve bills in the amount of \$4,655.77. Motion carried.**
- Budget Status Report: The cost for snow removal after the large snowstorm in April has not been paid but members will see it on the next status report. Footnotes have been added to the status report to aid in ease of understanding for members.

Executive Committee Report:

- Director Barker asked members to stay after the BID meeting to make nominations for a Vice President.
- Member Sheikh brought to board's attention the issue of member review of correspondence coming from the BID. A parade map was sent to the district after being sent out to BID Board members. The email said that Board members should reply if they would like changes to be made. Member Sheikh would like BID members to have a more prominent role in approving correspondence.

Members agreed that correspondence that is drafted by member of the board (the parade route memo was drafted by Member Skyrms) should be reviewed and approved by members and signed by the President or Vice President.

Recruitment and Retention:

- (ACTION) Sign Grant – Radiance Spa
 - **MSC Gillespie/Gries, the BID board to approve the sign grant for Radiance Spa. Motion carried.**
- Open house will be May 17th from 4-7 p.m.
- R&R and PR & Marketing will work together on a marketing packet for the Downtown. A joint meeting will be planned.

Public Relations and Marketing:

- Update from May 10 Meeting:
 - The committee discussed cost-sharing potential with the City to increase the number of traffic wrapping boxes placed per year.
 - Members questioned the approval process of the traffic boxes. The Mayor's office, the Landmarks Committee, and WE Energies are involved. The effort is headed up by Member Lang.

Maintenance Committee Report:

- Keller Williams Realty completed a Red Day clean up in the Downtown on May 10. Approximately 50-70 people participated. Member Birtch suggested a thank you letter be sent to them. Director Barker said the group did a wonderful job and worked all day.
- Next meeting June 12th Walking Tour
- The issues brought up in the last meeting by Jessica Martin are being addressed by the appropriate parties.
- Members brought up the debris left over from the melted snow piles.

Future Neenah:

- Summer Event Season has started!!!
- Future Neenah is looking for an Event Coordinator. They are in the interviewing process.
- May 17 is Pitch Night of the high school's Incubator Program.

City of Neenah:

- Developers continue to approach the city regarding new developments.
- Public Works is meeting with parking consultants in the next couple of weeks regarding the upcoming traffic study.

Announcements and Future Agenda Items:

- May 23 – traffic box dedication in front of Associate bank – 9:30 a.m.
- New Downtown Businesses: Revival and Jesse's Beauty and Barber.

Adjournment: The Board adjourned at 9:10 a.m.

MSC Birtch/Gillespie to adjourn. Motion carried.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 05-31-2018

	ACTUAL May 2018	ACTUAL YTD Total 2018	2018 BUDGET	Budget - Actual
Beginning Balance		\$ 11,977.50	\$ 1,561.00	11,977.50
INCOME				
BID assessment	\$ -	\$ 136,528.89	\$ 136,529.00	0.11
Total Income	\$ -	\$ 148,506.39	\$ 138,090.00	
CENTRALIZED MANAGEMENT	394.80	30,485.87	64,635.00	34,149.13
PUBLIC RELATIONS	2,862.94	4,853.37	21,725.00	16,871.63
RETENTION and RECRUITMENT	-	500.00	17,500.00	17,000.00
MAINTENANCE	1,398.03	4,310.03	32,727.00	28,416.97
TRANSFER TO SAVINGS		1,500.00		
Total Expenses	\$ 4,655.77	\$ 41,649.27	\$ 136,587.00	\$ 96,437.73

Remaining Funds Available **\$ 106,857.12**

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	15.00	15.00
Postage	-	-	55.00	55.00
Conferences and Meetings	394.80	476.80	805.00	328.20
Auditing	-	-	3,300.00	3,300.00
Banking Fees	-	-	180.00	180.00
Professional	-	30,000.00	60,000.00	30,000.00
Office Supplies	-	9.07	280.00	270.93
Total - Centralized Management	\$ 394.80	\$ 30,485.87	64,635.00	\$ 34,149.13

PUBLIC RELATIONS

Outside Printing	-	-	750.00	750.00
Advertising & Publications	-	225.00	5,500.00	5,275.00
Promotional Activities and Events	-	-	5,100.00	5,100.00
Outside Services	-	225.00	225.00	-
Secret Shopper	50.00	50.00	75.00	25.00
Gift Certificates	2,812.94	4,353.37	9,075.00	4,721.63
Brand Implementation	-	-	1,000.00	1,000.00
Total Public Relations	\$ 2,862.94	4,853.37	\$ 21,725.00	\$ 16,871.63

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 500.00	500.00
Awning / Sign Grant	-	\$ 500.00	\$ 2,000.00	\$ 1,500.00
Retention Grant Program	-	-	\$ 15,000.00	\$ 15,000.00
Total Retention and Recruitment	\$ -	\$ 500.00	\$ 17,500.00	\$ 17,000.00

MAINTENANCE

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 05-31-2018

	ACTUAL May 2018	ACTUAL YTD Total 2018	2018 BUDGET	Budget - Actual
Banners	834.67	834.67	3,250.00	2,415.33
Maint.of Equip / Snow Removal	-	733.24	4,000.00	3,266.76
Misc. Insurance	-	-	220.00	220.00
Waste Removal/Recycle	522.00	2,112.41	6,500.00	4,387.59
Tree Lights & Holiday Décor	-	276.95	800.00	523.05
All Other Supplies	41.36	82.76	575.00	492.24
Storage Rental	-	270.00	720.00	450.00
Flower Beds	-	-	14,212.00	14,212.00
Paint and Stain Monument & Tables	-	-	2,450.00	2,450.00
Total Maintenance Task Force	\$ 1,398.03	\$ 4,310.03	\$ 32,727.00	\$ 28,416.97
Transfer to Savings for Sign		-		
Total Expenses	\$ 4,655.77	\$ 40,149.27	\$ 136,587.00	\$ 96,437.73
Capital Reserve Fund	\$ -	19,991.15	\$ 19,970.00	
Interest Earnings	-	11.14	50.00	
Savings - Signage	-	23,500.00	22,000.00	
Maintenance Savings *	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 46,702.29	\$ 46,702.29	\$ 45,220.00	

Carry Over 2017 into 2018:

Anticipated Carry Over: \$1,561 (projected in October)

Actual Carry Over: \$11,977.50

2017 expenses to be paid in 2018:

Gift Certificate Credit Card Processing Fees = \$349.34

Ret & Recr Grants for 121 and 123 W. WI Avenue = \$7,500

Cheveux Sign Grant = \$500

Snow Removal = \$130

Van's Dec. Bill = \$537.41

Holiday Décor = \$307.95

Total = \$9,324.70

Variance between actual and anticipated carry over = \$1,091.80