

***AMENDED* AGENDA**



Neenah Central City Business Improvement District Board
Tuesday, January 15, 2019 ** 8:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of December 18, 2018 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
 - (ACTION) 2018 Audit or Review
4. Executive Committee (10 min)
 - (ACTION) Leeann Wasinger, Tailored Hide & Gift Gallery, Board Nomination
 - One remaining seat open.
 - 2019 Calendar – Choose Co-Op Meeting Month & Annual Meeting Date
5. Recruitment and Retention Committee
No meeting No report
6. Public Relations and Marketing Committee (10 min)
 - Jan 10 Meeting Update
 - (ACTION) 2019 Future Neenah Magazine
7. Maintenance Committee Report
 - No meeting No report
 - Next Meeting March 13
8. What's Your 2019 Downtown Neenah New Years Resolution? (10 min)
9. Future Neenah Updates (5 min)
 - Feb 5 Network Neenah at Barrel 41
10. City of Neenah Updates (10 min)
11. Announcements and future agenda items
 - Next Meeting is Feb. 19

Dates To Remember:
Warm Your Heart:
February 9, 2019
Ultimate Ladies Day
April 13, 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
December 18, 2018 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Umer Sheikh, Sandy White, Jane Lang, Alex Noskowiak, Brian Gajewski, George Brownell, John Skyrms, Bob Gillespie, and Grant Birtch. Also present: Andy Kahl (City of Neenah Finance), John Rader (Baker Tilly), Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, James Merten (Traffic Engineer City of Neenah), Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Gillespie/Noskowiak, the BID board to approve the minutes of the November 20th, 2018 meeting with the following corrections:

- Fibre only applied for \$169.37 for the Sign and Awning Grant they were awarded as opposed to the full \$500 reported.

Public Appearances: None.

Financials:

- Bills for Approval: **MSC Birtch/Gries, the BID Board to approve bills in the amount of \$6,470.38. Motion carried.**
- **Budget Status Report:** Grants are not reflected in the budget status report until the recipient has submitted paperwork for their payout. If it the grant has only been awarded, it is not in the budget status report.
- **Audit Report from Finance & Baker Tilly and Director Easker:** John Rader from Baker Tilly and Andy Kahl from the City of Neenah Finance Department (standing in for Director Easker) attended the meeting to give an update from the 2017 BID audit and also discuss the cost of the audit.

Mr. Rader confirmed that the net position of the BID correlates strongly with the cash position of the BID. There is a clear opinion on compliance and all rules are followed correctly. The only material weakness that has been identified several years in a row is that Baker Tilly provides the financial reports to the BID. Mr. Rader explained that this could be corrected by having someone outside of Baker Tilly provide these reports.

Mr. Rader also confirmed that the BID (according to State Statutes) would no longer need a full audit but could participate in a review only. This would result in cost savings. The BID would need to decide by March 2019.

Member Birch had several questions. His first question was regarding the material weakness. The material weakness did not involve reconciliation in any way. It only involved financial reporting itself. His second question involved an audit vs. a report. Mr. Rader explained that the controls would not change. It would just not be as in-depth of a look.

The rise in price of the audit in recent years was the result of the City completing a RFP process for the audit. Because of this, the price for the BID audit is higher based on the new numbers in Baker Tilly's bid. However, the BID is getting a significant price cut (42% discount) based on what the cost would normally be. Completing only a report as opposed to a full audit would remove some of the cost. Assistant Comptroller Andy Kahl expressed that Director Easker would agree to either a full audit or a report and would leave that up to the BID board.

Member Brownell asked if there were ways to make the financials more efficient to allow for less time to be spent reviewing during the audit process. Mr. Rader said that having someone else provide the financial reports may help.

Executive Committee Report:

- Thanks to Directors Skyrms and Gries for their years of service! Member Gries will remain on the Maintenance Committee.
- Director White to serve as Future Neenah board liaison: It was explained that the BID Board president used to also be the Future Neenah board liaison. However, in recent years, that was changed and Member Skyrms remained the board liaison although he was no longer the BID Board president. **MSC Gillespie/Skyrms, the BID Board to approve Director White as the Future Neenah board liaison for the BID Board. Motion Carried.**
- *Pending* Leeann Wasinger, Tailored Hide & Gift Gallery, has been asked to join board: She has been considering joining the BID Board but due to personal situations, she may not be able to join as planned. The BID must fill certain categories regarding members of the board: 1 community representative, 5 property owners, 1 representing hospitality, 2 representing retail and 2 representing service. If need be, current members could shift into other categories if someone to represent the vacancy cannot be filled as one remaining seat is open.

Recruitment and Retention:

- No meeting, no report.

Public Relations and Marketing:

- Luminary Pop Up Recap: the Luminary Pop Up night was a huge hit. The Downtown was full and good feedback has been received. Member Skyrms suggested this may be a good thing to do every Thursday night from Thanksgiving until Christmas to encourage businesses to stay open longer.

Maintenance Committee Report:

- Update from December 12th meeting: Amy and Nikki from Future Neenah were both there as well as Greg from the City.

Sparkle Wash quoted \$6,675 to steam clean the sidewalks. This would be done over a two-year cycle and it would be completed in 2019/2020. The budget item for this is currently labeled "paint and stain." This budget line item is dispersed based on need each year. **MSC Gries/White, the BID Board to approve the contract with Sparkle Wash to steam clean the sidewalks in the downtown. Motion passed.**

The maintenance professional that is currently working with Future Neenah is running into personal situations that make some roles of his job difficult. Director Hessel is meeting with a potential employee this week to determine if he may be a good fit for the role.

Memorial Florist reduced the price per flower bed based on a three-year contract with the BID. As of now, the hanging flower arrangements will not work in the Downtown due to the number of signs hanging on the poles. Ideas are still being vetted to figure out what to do about the flower beds as the trees take most of the water that is used for the flowers.

Director Hessel and Assistant Director Hanneman are meeting with Bob from Memorial Florist this week. They will discuss if the three-year contract can be modified after the Co-op meeting next year when all parties can discuss the issue (the City, the BID and Memorial Florist).

MSC Gillespie/Gajewski, the BID Board to approve the three year contract with Memorial Florist with the option of modifying the contract after discussions at the Co-op meeting in 2019. Motion passed.

The maintenance committee will be looking at new options for automated trash cans for the Downtown. They would need to be fairly heavy so they would not get moved. Greg Radtke has options that may work for the Downtown.

Merry Christmas!

- Assistant Director Hanneman thanked the BID board members and wished them a Merry Christmas with a small chocolate gift.

Future Neenah:

- A Very Neenah Christmas Recap: The event wasn't as busy as some years due to the weather but the traffic worked very well with the new configuration. There were some incredible window displays and Future Neenah has gotten good feedback.
- Countdown to Christmas December 10-22: businesses from all over Neenah are contributing.
- Welcome Nikki Hessel, Our New Executive Director: Nikki has had many roles over the years and most recently comes to us from the Fox Valley Chamber of Commerce. Her background is in marketing and management.

City of Neenah:

- The City is still working on potential developments in the Downtown. Plan Commission recently approved a site plan to allow for the creation of Cobblestone Apartments off of Winneconne Avenue near the slough. Loren's Junkyard in the industrial park will be purchased and annexed into the City. TID 9 boundaries will be amended to include this area.
- Traffic Engineer Merten provided an overview of the downtown parking software and anticipates the roll-out for the full NuPark system to be at the end of January 2019. Money has been budgeted for a ramp in the Downtown.

Announcements and Future Agenda Items:

- The next BID meeting is scheduled for January 15th, 2019.

Adjournment: The Board adjourned at 9:20 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 12-31-2018

	ACTUAL December 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	39.79	64,194.39	64,635.00	440.61
PUBLIC RELATIONS	748.00	21,699.01	21,725.00	25.99
RETENTION and RECRUITMENT	5,169.37	18,145.68	17,500.00	(645.68)
MAINTENANCE	513.22	28,880.66	32,727.00	3,846.34
TRANSFER TO SAVINGS		1,500.00		
Total Expenses	\$ 6,470.38	\$ 134,419.74	\$ 136,587.00	\$ 3,667.26

Remaining Funds Available \$ 14,086.65

CENTRALIZED MANAGEMENT

Auto Allowance	39.79	87.50	15.00	(72.50)
Postage	-	-	55.00	55.00
Conferences and Meetings	-	505.30	805.00	299.70
Auditing	-	3,400.00	3,300.00	(100.00)
Banking Fees	-	180.00	180.00	-
Professional	-	60,000.00	60,000.00	-
Office Supplies	-	21.59	280.00	258.41
Total - Centralized Management	\$ 39.79	\$ 64,194.39	64,635.00	\$ 440.61

PUBLIC RELATIONS

Outside Printing	-	475.00	750.00	275.00
Advertising & Publications	530.00	3,142.62	5,500.00	2,357.38
Promotional Activities and Events	-	6,211.08	5,100.00	(1,111.08)
Outside Services	28.00	253.00	225.00	(28.00)
Secret Shopper	15.00	115.00	75.00	(40.00)
Gift Certificates	175.00	11,382.41	9,075.00	(2,307.41)
Brand Implementation	-	119.90	1,000.00	880.10
Total Public Relations	\$ 748.00	21,699.01	\$ 21,725.00	\$ 25.99

RETENTION and RECRUITMENT

Misc. Expenditures	-	289.95	\$ 500.00	210.05
Awning / Sign Grant	169.37	\$ 2,647.06	\$ 2,000.00	\$ (647.06)
Retention Grant Program	5,000.00	15,208.67	\$ 15,000.00	\$ (208.67)
Total Retention and Recruitment	\$ 5,169.37	\$ 18,145.68	\$ 17,500.00	\$ (645.68)

MAINTENANCE

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 12-31-2018

	ACTUAL December 2018	ACTUAL YTD Total 2018	2018 BUDGET	Budget - Actual
Banners	-	2,708.04	3,250.00	541.96
Maint.of Equip / Snow Removal	-	1,894.99	4,000.00	2,105.01
Misc. Insurance	-	-	220.00	220.00
Waste Removal/Recycle	-	6,678.41	6,500.00	(178.41)
Tree Lights & Holiday Décor	22.80	734.42	800.00	65.58
All Other Supplies	490.42	2,022.80	575.00	(1,447.80)
Storage Rental	-	630.00	720.00	90.00
Flower Beds		14,212.00	14,212.00	-
Paint and Stain Monument & Tables	-	-	2,450.00	2,450.00
Total Maintenance Task Force	\$ 513.22	\$ 28,880.66	\$ 32,727.00	\$ 3,846.34
Transfer to Savings for Sign		-		
Total Expenses	\$ 6,470.38	\$ 132,919.74	\$ 136,587.00	\$ 3,667.26
Capital Reserve Fund	\$ -	19,991.15	\$ 19,970.00	
Interest Earnings	-	34.45	50.00	
Savings - Signage	-	23,500.00	22,000.00	
Maintenance Savings *	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 46,725.60	\$ 46,725.60	\$ 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