

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, April 17, 2018 ** 8:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of Feb. 20, 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
 - Power Point & Hand Outs from March 22 Gathering at Greene's
5. Recruitment and Retention Committee
 - (ACTION) Sign Grant
 - Update from April 3 Joint Meeting with PR including May 10 Open House
6. Public Relations and Marketing Committee
 - Update from April 12 Meeting
 - (ACTION) 2018 Farm Market Partnership
7. Maintenance Committee Report
 - Update from March 7 Meeting
 - Next meeting June 12 Walking Tour
8. Future Neenah Updates
 - Memorial for Robert – Picnic Table Plaque
 - Navigate Neenah-Menasha Trestle project update – Cut & Run June 23
 - New Downtown Businesses
 - Summer Events Schedule & New Events
 - Future Neenah New Staff
9. City of Neenah Updates
10. Announcements and future agenda items
 - Next meeting May 15

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
February 20, 2018 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Grant Birtch, John Skyrms, Jane Lang, Keith Peters, Sandy White, Bob Gillespie, Brian Gajewski, Umer Sheikh, and Alex Noskowiak. Also present: Amy Barker (Future Neenah, Inc.), 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 January 16, 2018 meeting. Motion carried.**

Public Appearances:

- Introduction of new member, Sandy White. Sandy is the owner of The Natural Boutique.

Financials:

- Bills for Approval: **MSC Skyrms/Lang, the BID Board to approve bills in the amount of \$2,913.28. Motion carried.**
- Budget Status Report: 2017 bills are continuing to flow through so there is a large carryover.

Executive Committee Report:

- No Meeting, No Report

Recruitment and Retention:

- No Meeting, No Report
- Joint Meeting with PR: There will be a joint meeting with PR & Marketing this spring. Future Neenah will send out a doodle poll to try and choose the most appropriate date. An open house will be discussed.

Public Relations and Marketing:

- Update from February 8th Meeting:
 - Warm Your Heart was completely sold out.
 - Ultimate Ladies Day will be April 21st at the Doubletree Hotel.
 - Vintage Adventure is being renamed “Discover Neenah Downtown Family Day” and will be held on June 16th.
 - The Neenah-Menasha Inter-Tribal Pow-Wow will be held September 22nd.
 - January Gift Certificate Sales – 104 customers/22 new customers
 - DOT Approved the Highway 41 signage.
 - **MSC Gillespie/Skyrms, the BID Board to approve the advertising expenditure for the 2019 Fox Cities Convention and Visitor’s Bureau’s Visitor’s Guide (\$1,200) and Future Neenah Magazine (\$900). All aye.**

Maintenance Committee Report:

- Next Meeting March 7
- No Meeting, No Report
- Dumpster Corrals – Member Skyrms mentioned difficulties with the dumpster corrals. People are dumping furniture, not breaking down boxes, etc. For large items, the City should be called. Director Barker offered to create a small training tool that could be handed out to employees to explain what goes in each color bin, how to break down boxes, etc.
- Maintenance Employee: Member Gillespie suggested Future Neenah hire a full-time maintenance employee and bill business owners when they utilize the employee. Member Sheikh suggested that he may be willing to hire this person and create the same type of situation.

Future Neenah:

- Ultimate Ladies Day: April 21, 2018

- Available Properties: There are several available properties in the Downtown. Future Neenah has met with potential businesses and have given out building owners contact information. They are considering holding an open house event in the spring.
- Navigate Neenah-Menasha Progress: Construction is 4-6 weeks ahead. It is anticipated that the trail can begin to be fully used in June.
- Radiance Spa will be opening in the Marketplace and a Pilate's studio will be taking the place of The Shinery.
- Director Barker will bring forward options for a memorial for Robert at the next meeting.

City of Neenah:

- Highway signage: The sign came in under budget. Deputy Director Schmidt will get an update on a timeline.
- Several properties were rezoned in the Downtown area near and around Arrowhead Park.
- The City is reviewing the criteria needed for the Façade Improvement Grant which is typically used on Downtown properties.

Announcements and Future Agenda Items:

- The Annual Meeting will be planned within the next couple of months. Director Barker will look into dates and locations.
- Ald. Lang is working with the art teachers at Neenah High School to create art wraps for the traffic signal cabinets around the city. The first one will be placed in front of Associated Bank in Downtown Neenah.

Adjournment: The Board adjourned at 8:45 a.m.

MSC Skyrms/Lang to adjourn. Motion carried.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 03-31-2018

	ACTUAL February 2018	ACTUAL March 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	\$ 136,528.89	\$ 136,529.00	0.11
Total Income	\$ -	\$ 136,528.89	\$ 148,506.39	\$ 138,090.00	
CENTRALIZED MANAGEMENT	12.00	-	12.00	64,635.00	64,623.00
PUBLIC RELATIONS	1,265.00	-	1,265.00	21,725.00	20,460.00
RETENTION and RECRUITMENT	-	-	-	17,500.00	17,500.00
MAINTENANCE	1,636.28	-	1,636.28	32,727.00	31,090.72
TRANSFER TO SAVINGS	-	-	-		
Total Expenses	\$ 2,913.28	\$ -	\$ 2,913.28	\$ 136,587.00	\$ 133,673.72
Remaining Funds Available			\$ 145,593.11		
CENTRALIZED MANAGEMENT					
Auto Allowance	-	-	-	15.00	15.00
Postage	-	-	-	55.00	55.00
Conferences and Meetings	12.00	-	12.00	805.00	793.00
Auditing	-	-	-	3,300.00	3,300.00
Banking Fees	-	-	-	180.00	180.00
Professional	-	-	-	60,000.00	60,000.00
Office Supplies	-	-	-	280.00	280.00
Total - Centralized Management	\$ 12.00	\$ -	\$ 12.00	64,635.00	\$ 64,623.00
PUBLIC RELATIONS					
Outside Printing	-	-	-	750.00	750.00
Advertising & Publications	-	-	-	5,500.00	5,500.00
Promotional Activities and Events	-	-	-	5,100.00	5,100.00
Outside Services	225.00	-	225.00	225.00	-
Secret Shopper	-	-	-	75.00	75.00
Gift Certificates	1,040.00	-	1,040.00	9,075.00	8,035.00
Brand Implementation	-	-	-	1,000.00	1,000.00
Total Public Relations	\$ 1,265.00	\$ -	1,265.00	\$ 21,725.00	\$ 20,460.00
RETENTION and RECRUITMENT					
Misc. Expenditures	-	-	-	\$ 500.00	500.00
Awning / Sign Grant	-	-	\$ -	\$ 2,000.00	\$ 2,000.00
Retention Grant Program	-	-	-	\$ 15,000.00	\$ 15,000.00
Total Retention and Recruitment	\$ -	\$ -	\$ -	\$ 17,500.00	\$ 17,500.00
MAINTENANCE					
Banners	-	-	-	3,250.00	3,250.00
Maint.of Equip / Snow Removal	260.00	-	260.00	4,000.00	3,740.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 03-31-2018

	ACTUAL February 2018	ACTUAL March 2018	ACTUAL YTD Total 2018	2018 BUDGET	Budget - Actual
Misc. Insurance	-	-	-	220.00	220.00
Waste Removal/Recycle	1,068.41	-	1,068.41	6,500.00	5,431.59
Tree Lights & Holiday Décor	276.95	-	276.95	800.00	523.05
All Other Supplies	30.92	-	30.92	575.00	544.08
Storage Rental	-	-	-	720.00	720.00
Flower Beds	-	-	-	14,212.00	14,212.00
Paint and Stain Monument & Tables	-	-	-	2,450.00	2,450.00
Total Maintenance Task Force	\$ 1,636.28	\$ -	\$ 1,636.28	\$ 32,727.00	\$ 31,090.72
Transfer to Savings for Sign			-		
Total Expenses	\$ 2,913.28	\$ -	\$ 2,913.28	\$ 136,587.00	\$ 133,673.72
Capital Reserve Fund	\$ -	\$ -	19,948.19	\$ 19,970.00	
Interest Earnings	-	-	-	50.00	
Savings - Signage	-	-	15,000.00	22,000.00	
Maintenance Savings *	-	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 38,148.19	\$ 38,148.19	\$ 38,148.19	\$ 45,220.00	