

## AGENDA



Neenah Central City Business Improvement District Board  
Tuesday, September 17, 2019 \*\* 8:00 – 9:00 A.M.  
City Hall Hauser Room



1. (ACTION) Approve minutes of August 20, 2019 meeting
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Financials (5 min)
  - (ACTION) Bills for Approval
  - Budget Status Report
4. Executive Committee (10 min)
  - No Meeting, No Report
  - Fall Exec. Committee Meeting – Schedule
5. Maintenance Committee Report (5 min)
  - Report from Sept. 11 Meeting
  - (ACTION) Flower Beds
6. Recruitment and Retention Committee (5 min)
  - No Meeting / No Report
7. Public Relations and Marketing Committee (10 min)
  - Recap of Downtown Employee Appreciation Day
8. Round Table (5 min)
  - An open forum to share any information pertinent to the downtown and the community.
9. Future Neenah Updates (5 min)
  - Network Neenah October 1
  - Final Farmers Market of the Season October 19
  - Neenah Artworks Uncovered
  - Log Your Loops Final ##s
10. City of Neenah Updates (5 min)
11. Announcements and future agenda items
  - Next Meeting – October 15

**Dates To Remember:**

Historical Society  
Pow Wow  
September 21, 2019

BonFest with Trick  
or Treat  
October 19, 2019

A Very Neenah  
Christmas  
December 6, 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.”**

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT  
2019 Budget Status Report**

	Balance as of 1/1/2019	ACTUAL August 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
<b>Beginning Balance</b>	<b>\$ 14,018.81</b>		\$ 14,018.81	<b>\$ 7,956.00</b>	14,018.81
<b>INCOME</b>					
<b>BID assessment</b>		\$ -	\$ 136,694.09	\$ 136,529.00	(165.09)
<b>Total Income</b>		<b>\$ -</b>	<b>\$ 150,712.90</b>	<b>\$ 144,485.00</b>	
<b>CENTRALIZED MANAGEMENT</b>					
		17.83	33,215.17	64,520.00	31,304.83
<b>PUBLIC RELATIONS</b>					
		10.49	9,456.84	23,790.00	14,333.16
<b>RETENTION and RECRUITMENT</b>					
		1,143.00	5,959.58	20,125.00	14,165.42
<b>MAINTENANCE</b>					
		3,127.21	29,576.42	34,965.00	5,388.58
<b>TRANSFER TO SAVINGS</b>					
			-		
<b>Total Expenses</b>		<b>\$ 4,298.53</b>	<b>\$ 78,208.01</b>	<b>\$ 143,400.00</b>	<b>\$ 65,191.99</b>
<b>Remaining Funds Available</b>			<b>\$ 72,504.89</b>		
<b>CENTRALIZED MANAGEMENT</b>					
Auto Allowance		-	163.73	50.00	(113.73)
Postage		-	-	40.00	40.00
Conferences and Meetings		17.83	749.44	550.00	(199.44)
Auditing		-	2,302.00	3,400.00	1,098.00
Banking Fees		-	-	240.00	240.00
Professional		-	30,000.00	60,000.00	30,000.00
Office Supplies		-	-	240.00	240.00
<b>Total - Centralized Management</b>		<b>\$ 17.83</b>	<b>\$ 33,215.17</b>	<b>64,520.00</b>	<b>\$ 31,304.83</b>
<b>PUBLIC RELATIONS</b>					
Outside Printing		-	-	1,100.00	1,100.00
Advertising & Publications		-	510.00	3,375.00	2,865.00
Promotional Activities and Events		-	3,080.49	6,000.00	2,919.51
Outside Services		10.49	10.49	2,475.00	2,464.51
Secret Shopper		-	20.00	115.00	95.00
Gift Certificates		-	5,825.36	10,475.00	4,649.64
Brand Implementation		-	10.50	250.00	239.50
<b>Total Public Relations</b>		<b>\$ 10.49</b>	<b>9,456.84</b>	<b>\$ 23,790.00</b>	<b>\$ 14,333.16</b>
<b>RETENTION and RECRUITMENT</b>					
Misc. Expenditures		-	12.50	\$ 3,200.00	3,187.50
Awning / Sign Grant		100.00	\$ 1,168.70	\$ 3,500.00	\$ 2,331.30
Recruitment Tools		1,043.00	2,278.38	\$ 5,000.00	\$ 2,721.62
Retention Grant Program		-	2,500.00	\$ 8,425.00	\$ 5,925.00
<b>Total Retention and Recruitment</b>		<b>\$ 1,143.00</b>	<b>\$ 5,959.58</b>	<b>\$ 20,125.00</b>	<b>\$ 14,165.42</b>

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT  
2019 Budget Status Report**

	Balance as of 1/1/2019	ACTUAL August 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
<b>MAINTENANCE</b>					
Banners		-	-	2,750.00	2,750.00
Maint.of Equip / Snow Removal		-	1,755.00	3,250.00	1,495.00
Misc. Insurance		-	-	-	-
Waste Removal/Recycle		1,110.00	4,605.00	6,800.00	2,195.00
Tree Lights & Holiday Décor		-	-	800.00	800.00
All Other Supplies		-	394.21	755.00	360.79
Storage Rental		74.04	614.04	720.00	105.96
Flower Beds		-	16,490.00	16,490.00	-
Paint and Stain Monument & Tables		1,943.17	5,718.17	3,400.00	(2,318.17)
Total Maintenance Task Force		\$ 3,127.21	\$ 29,576.42	\$ 34,965.00	\$ 5,388.58
<b>Transfer to Savings for Sign</b>			-	\$ 1,250.00	
Total Expenses		\$ 4,298.53	\$ 78,208.01	\$ 144,650.00	\$ 65,191.99
Capital Reserve Fund	20037.38	\$ 7.80	20,052.98	\$ 20,037.15	
Interest Earnings		-	26.70	50.00	
Savings - Signage	23500	-	6,981.25	24,750.00	
Maintenance Savings *	3200	-	3,200.00	3,200.00	
Reserve Fund Balance	46737.38	\$ 30,253.13	\$ 30,260.93	\$ 48,037.15	

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

**Minutes of Neenah Central City Business Improvement District Board**  
**August 20, 2019 – 8:00 am**  
**City Hall – Hauser Room**

**PRESENT:** Board Members: Alex Noskowiak, Bob Gillespie, Sandy White, Umer Sheikh, Jane Lang, Brian Gajewski, 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 Gillespie/Birtch, the BID board to approve the minutes of the July 16, 2019 meeting. Motion carried.

**Public Appearances:** None.

**Financials:**

- **Bills for Approval:** MSC Birtch/Lang, the BID Board to approve bills in the amount of \$4,298.53. Motion carried.
- **Budget Status Report:** The budget shows a \$375.00 overage on page two of the budget status report under Maintenance ('Paint and Stain Monument & Tables'). These funds were used on power washing the sidewalks and the purchase of four garbage cans. Due to shipping costs for the cans, the cost was higher than budgeted. Eight cans were purchased in total but the City covered the cost of four of the cans. In 2020, another eight will be purchased and four of the eight will be purchased by the BID.

\$1,060 was drawn from the signage savings account to cover the cost of new electrical boxes.

Member Noskowiak asked what costs would typically come through the Outside Services account. Assistant Executive Director Hanneman explained that things like graphic design services (of the directory brochure, etc. would come out of this account. He also asked why more funds than needed were budgeted for the BID Financial Review. Assistant Executive Director Hanneman explained this budget was created before the state changed their stance on full audits for all BIDs. Our BID would qualify to only perform a financial review and future budgets will reflect that.

**Executive Committee Report:**

- **No Meeting, No Report**
- **Fall Exec. Committee Meeting – Schedule for September:** FNI will send out a poll to members to schedule this meeting.
- **Property Updates:** 128 W. Wisconsin will be losing a tenant. The almost-1,000 square foot space is on the second floor above Epic Salon.

Member Sheikh said updates to the Chase building are moving in the right direction.

**Recruitment and Retention:**

- **No Meeting / No Report**

**Public Relations and Marketing:**

- **Report from August 8 meeting:** Member White reported on the meeting. She mentioned that Summer Madness went well but there was feedback from participants that the event wasn't long enough. Next year, the committee will plan to extend the event to Thursday through Saturday.

Downtown Employee Appreciation Day is September 12, 2019. 4Imprint has donated 500 cooler bags, participants can join a modified loop-walk and coffee and treat stations will be set up in the Downtown.

Kids Week is happening now. Participants got a pair of sunglasses and can participate in many activities such as scavenger hunts and a superhero breakfast at the Farmer's Market.

**Maintenance Committee Report:**

- **No Meeting/No Report**
- **Next meeting is September 11:** in September, garbage, snow removal and trees and flowers will be discussed. This year is a full replacement year for LED lights. The BID splits this cost with the City.
- **Bulb Recycling Week Sept. 9-13**

**Round Table:**

Assistant Executive Director Hanneman: Suessical the Musical will be Neenah High School's fall production and they have asked for the Downtown to participate in marketing this event. They may ask businesses to hang a poster. Bike to Boogie is August 27<sup>th</sup>. The last concert in the Downtown Concert Series is September 6<sup>th</sup>. Udderly Euro is August 24<sup>th</sup>. Assistant Executive Director Hanneman and Executive Director Hessel will be participating in this year's WDAC meeting and will bring back information to the BID Board about things going on in other Downtowns in the state.

Member Ziemba: Member Ziemba would be willing to put announcements about events, dates, etc. on his signage board. Downtown business or property owners can contact him with questions.

Member Gillespie: Many people have spoken with Member Gillespie about how beautiful Neenah's downtown is. He wanted to point this out to remember that although it is the BID's job to make sure everything is running smoothly, it really is a great Downtown.

Member Lang: The 4<sup>th</sup> Annual Pow-Wow will be September 21, 2019 from 12:30 – 4:00 p.m. Another box wrap has been installed by the library and one is planned for Washington Park. Wagon rides have been full and a lot of fun.

Deputy Director Schmidt: The Notice of Assessment Changes will be sent out August 27<sup>th</sup>. He encouraged the board to look at material provided on the City's website for more information about their assessments or make a call to the Assessor's office. There will be a TIF amendment to TIF 9 to change the boundary to include the old Plexus design building.

Mayor Dean Kaufert: Mayor Kaufert thanked Future Neenah for all of their hard work on all of the events that have taken place this summer. He has gotten many good notes about them. Housing developments in the downtown are still moving forward with some delays due to a new pollutant the DNR has identified. Gord's Pub will be holding their annual event in the parking lot behind them instead of in the street this year. The construction on Tullar Road is anticipated to be finished before school starts.

Member Birtch: Member Birtch commented that the concert series this year was excellent and thanked Future Neenah for their coordination and work on that.

**Future Neenah Updates:**

- **Neenah Artworks Uncovered:** Manhole covers will be sponsored and painted by local artists – each for \$1,500. The completed manhole cover art pieces will be displayed together for one night only at a pop-up Gallery Night at the Masonic Lodge in Fall 2019.
- **Log Your Loops:** 525 people have signed up to complete 50 loops of the trail from Memorial Day to Labor Day and will receive a t-shirt from Future Neenah sponsored by ThedaCare.
- **Dates to Remember:**
  - Downtown Employee Appreciation Day: September 12, 2019
  - Historical Society Pow Wow: September 21, 2019
  - Farm To Table: August 22, 2019

**City of Neenah Updates**

- **Transfer Station Update:** Many people have been asking if the transfer station near the Downtown will be moved. It has been mentioned in a study done by Valley Transit. In the future, it may move closer to City Hall but it would take some time to figure out all of the details.

**Announcements and Future Agenda Items:**

- **Next Meeting – September 17** – The 2020 Operating Plan will be discussed.

**Adjournment:** The Board adjourned at 8:30 a.m.

**MSC Gillespie/Birtch to adjourn. Motion carried.**

Respectfully submitted,

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

Samantha Jefferson  
Office Manager, Community Development