

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, September 18, 2018 ** 8:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of August 21, 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
 - Copies of Audit Available
4. Executive Committee
 - No Meeting, No Report
 - Fall Exec. Committee Meeting - Schedule
5. Recruitment and Retention Committee
 - No Meeting, No Report
6. Public Relations and Marketing Committee
 - Employee Appreciation Recap
7. Maintenance Committee Report
 - Report from September 12 Meeting
 - Fall Bulb Recycling Week September 17-21
8. Future Neenah Updates
 - Network Neenah September 25
 - Farmers Market Runs Through October 20
 - A Very Neenah Christmas December 7
9. City of Neenah Updates
 - Results of the South Commercial corridor survey
10. Announcements and future agenda items
 - Next Meeting is October 16

Dates To Remember:
BooFest with
Trick or Treat
October 20

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
August 21, 2018 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: John S kyrms, Jane Lang, Steve Gries, Brian Gajewski, Bob Gillespie, Umer Sheikh, and Sandy White. Also present: Amy Barker (Future Neenah, Inc.), Mayor Dean Kaufert, and Brad Schmidt (Community Development).

Approval of Minutes: MSC Gillespie/Gries, the BID board to approve the minutes of the June 19, 2018 meeting. Motion carried.

Public Appearances: None

Financials:

- Bills for Approval: **MSC Gillespie/S kyrms, the BID Board to approve bills in the amount of \$2,587.45. Motion carried.**
- Budget Status Report: Discussion about Van's bill on budget status report. Director Barker explained that there was a fire in the dumpster corral behind subway and the bill is for the replacement of the dumpster that was damaged. Mr. S kyrms asked if the City can look into cameras near the dumpster corrals to help monitor suspicious behavior.

Executive Committee Report:

- No Meeting. No Report

Recruitment and Retention:

- (ACTION) Retention and Recruitment Grants
 - **MSC Gillespie/Lang, the BID board to approve the grant request for \$498.75 for an awning grant at 127 W. Wisconsin Avenue. Member Sheikh abstaining. Motion carried.**
 - **MSC Gillespie/Lang, the BID board to approve the grant request for \$498.75 for an awning grant at 131 W. Wisconsin Avenue. Member Sheikh abstaining. Motion carried.**
 - **Motion to approve (Gillespie), the BID board to approve the grant request for \$850 for retention/recruitment grant at 131 W. Wisconsin Avenue for door removal and replacement. Member Sheikh abstaining. Concerns that this request is more of a business want than something that would benefit the building. No second. Motion Failed.**
 - **MSC Gillespie/S kyrms, the BID board to approve the grant request for \$1500 for a retention and recruitment grant at 124 W. Wisconsin Avenue to remove a suspended ceiling and relocate HVAC equipment. Member Sheikh abstaining. Motion carried.**

Public Relations and Marketing:

- Update from August 9 Meeting:
 - Summer Madness Sale was a success
 - Downtown Employee Appreciation is September 13
 - Small Business Saturday is November 24

Maintenance Committee Report:

- Next Meeting September 12

Future Neenah:

- Manhole Cover Madness is September 8th
- Network Neenah is September 25
- Director Barker indicated that she will be leaving Future Neenah, Inc., but will continue to volunteer in the community.

City of Neenah:

- City is beginning the 2019 budget process
- The City is conducting a revaluation of all properties in the City beginning in 2018 and ending in 2019
- Update on the S. Commercial Street Revitalization Plan and public survey
- Mayor Kaufert asked the BID Board to consider putting more resources to the cleanliness of the Downtown and general maintenance.

Announcements and Future Agenda Items: None.

Adjournment: The Board adjourned at 9:25 a.m.

MSC Gries/Gillespie to adjourn. Motion carried.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Brad Schmidt', with a long horizontal flourish extending to the right.

Brad Schmidt
Deputy Director, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 08-31-2018

	ACTUAL August 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				
	-	30,485.87	64,635.00	34,149.13
PUBLIC RELATIONS	1,695.92	10,173.29	21,725.00	11,551.71
RETENTION and RECRUITMENT	-	6,478.94	17,500.00	11,021.06
MAINTENANCE	891.53	21,403.26	32,727.00	11,323.74
TRANSFER TO SAVINGS		1,500.00		
Total Expenses	\$ 2,587.45	\$ 70,041.36	\$ 136,587.00	\$ 68,045.64

Remaining Funds Available \$ 78,465.03

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	15.00	15.00
Postage	-	-	55.00	55.00
Conferences and Meetings	-	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	\$ -	\$ 30,485.87	64,635.00	\$ 34,149.13

PUBLIC RELATIONS

Outside Printing	-	-	750.00	750.00
Advertising & Publications	-	799.00	5,500.00	4,701.00
Promotional Activities and Events	100.00	3,100.00	5,100.00	2,000.00
Outside Services	-	225.00	225.00	-
Secret Shopper	-	100.00	75.00	(25.00)
Gift Certificates	1,595.92	5,949.29	9,075.00	3,125.71
Brand Implementation	-	-	1,000.00	1,000.00
Total Public Relations	\$ 1,695.92	10,173.29	\$ 21,725.00	\$ 11,551.71

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 500.00	500.00
Awning / Sign Grant	-	\$ 1,478.94	\$ 2,000.00	\$ 521.06
Retention Grant Program	-	5,000.00	\$ 15,000.00	\$ 10,000.00
Total Retention and Recruitment	\$ -	\$ 6,478.94	\$ 17,500.00	\$ 11,021.06

MAINTENANCE

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2018 Budget Status Report
as of 08-31-2018

	<u>ACTUAL August 2018</u>	<u>ACTUAL YTD Total 2018</u>	<u>2018 BUDGET</u>	<u>Budget - Actual</u>
Banners	-	834.67	3,250.00	2,415.33
Maint.of Equip / Snow Removal	-	1,819.49	4,000.00	2,180.51
Misc. Insurance	-	-	220.00	220.00
Waste Removal/Recycle	522.00	3,156.41	6,500.00	3,343.59
Tree Lights & Holiday Décor	-	276.95	800.00	523.05
All Other Supplies	189.53	653.74	575.00	(78.74)
Storage Rental	180.00	450.00	720.00	270.00
Flower Beds	-	14,212.00	14,212.00	-
Paint and Stain Monument & Tables	-	-	2,450.00	2,450.00
Total Maintenance Task Force	\$ 891.53	\$ 21,403.26	\$ 32,727.00	\$ 11,323.74
Transfer to Savings for Sign		-		
Total Expenses	\$ 2,587.45	\$ 68,541.36	\$ 136,587.00	\$ 68,045.64
Capital Reserve Fund	\$ -	19,991.15	\$ 19,970.00	
Interest Earnings	-	22.68	50.00	
Savings - Signage	-	23,500.00	22,000.00	
Maintenance Savings *	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 46,713.83	\$ 46,713.83	\$ 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