

# AGENDA



Neenah Central City Business Improvement District Board  
**Tuesday, May 19, 2020 \*\* 8:00 – 9:00 A.M.**  
Virtual Meeting Via Zoom  
(instructions below)



1. (ACTION) Approve minutes of April 21, 2020 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
  - Review Status
  - COVID expenditures
4. Executive Committee
  - No Meeting, No Report
5. Maintenance Committee Report (5 min)
  - District Walk Through June 17
6. Recruitment and Retention Committee
  - No Meeting / No Report
7. Public Relations and Marketing Committee (10 min)
  - Report from May 14 meeting
  - Ad grant assistance program
  - ThedaCare Welcomes
  - (ACTION) Market Partnership
8. City of Neenah Updates (5 min)
9. Future Neenah Updates (10 min)
  - Log Your Loops
  - 'You Neenah to Know' Video Series
  - Stellar Blue Technologies Webinar Series
  - Summer Events Updates
10. Round Table (10 min)
11. Announcements and future agenda items
  - Next Meeting – June 16

**BID Dates To Remember:**

A Very Neenah Virtual Shopping Spree =  
May 20

Gift Cert Sale =  
June 13, 10am – Noon

Employee Apprec =  
June 25

Summer Madness Sale =  
Aug 6-8

Ladies Day = Sept 12



**Join Zoom Meeting**

<https://us02web.zoom.us/j/81405526890?pwd=S0lZSWZpcTZSdGlnWHZlRnRkNmxsZz09>

Meeting ID: 814 0552 6890 Password: 790349

OR

One tap mobile

+1 312 626 6799 Meeting ID: 814 0552 6890 Password: 790349

**Minutes of Neenah Central City Business Improvement District Board**

**April 21, 2020 – 8:00 am**

**Due to the Public Health Emergency caused by the COVID-19 Pandemic, this meeting occurred at a virtual location accessed by conference call on [www.zoom.com](http://www.zoom.com).**

**PRESENT:** Board Members: Alex Noskowiak, George Brownell, Alex Wenzel, Umer Sheikh, LeeAnn Wasinger, Jane Lang, Michelle Bauer 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 Ald. Todd Stevenson.

**Approval of Minutes:** MSC Birtch/Lang, the BID board to approve the minutes of the February 18, 2020 meeting. Motion carried.

**Public Appearances – Welcome Alex Wenzel:** Alex Wenzel, owner of Lions Tail Brewery, has joined the BID Board. Member Brownell asked that each member introduce themselves and talk about a hobby they have been enjoying while social distancing due to the pandemic.

**Financials:**

- **Bills for Approval:** MSC Birtch/Bauer the BID Board to approve bills in the amount of \$54,960.25. Motion carried.
- **Budget Status Report:** This budget status report includes professional staff costs and the full amount invoiced for the hanging flower baskets (the cost for weeding is not included in this amount).

Assistant Executive Director Hanneman detailed each of the other line items for those members who did not see the email attachment.

The brackets for the hanging baskets have already been installed and Assistant Executive Director Hanneman will contact Bob at Memorial Florist to determine if the flowers will still be installed and if the flower beds will be maintained as planned.

- **Review Status:** A draft of the financial review has been sent to Alex for review. The packet will include a signed cover letter. There were no red flags apparent during the review.

**Executive Committee Report:**

- **'Un' Annual Meeting was March 10:** Assistant Executive Director Hanneman thanked everyone who attended the meeting on March 10<sup>th</sup>. BID members said they enjoyed the meeting and the format. Member Brownell appreciated being able to speak with Future Neenah Board members.
- **No meeting, no report.**

**Maintenance Committee Report:**

- **Update from March 11 meeting:** Director Wenninger did not have any new updates regarding the downtown WIFI project. The timeline for the completion of the project has been extended due to the health crisis and shut downs. Director Haese and Director Easker are looking into the budgeting of this project.

Sparkle Wash cleaned the some of the downtown yesterday and has finished the project completed over two years (2019 and 2020 for budgeting reasons).

- **District Walkthrough June 17**

**Recruitment and Retention Report:**

- **No Meeting / No Report:** Money from certain areas of the budget for Recruitment and Retention have been reallocated toward COVID efforts to help in the district at this time.

**Public Relations and Marketing Committee Report:**

- **Report from April 9 meeting:** The PR & Marketing Committee had originally postponed Ultimate Ladies Day to May 30<sup>th</sup>. Due to the Governor's new order, that will be postponed again until September 12, 2020.

The gift certificate reward program took place April 16<sup>th</sup> and 17<sup>th</sup>. This infused \$25,000 in to the downtown. Member Wasinger commented that business was excellent during that time.

White board signage will be given to downtown businesses to display hours, special messages, etc.

Executive Director Hessel and Assistant Executive Director Hanneman attended downtown Appleton's Virtual Shophop and are considering holding a similar event for downtown Neenah.

Future Neenah worked on packets to give employees of ThedaCare that will be new to the downtown.

Employee Appreciation Day is being moved to the end of June (due to the normal date coinciding with the new date for Ultimate Ladies Day).

**City of Neenah Updates:**

- **Mayor Kaufert – City Updates:** The City Council's Organizational meeting will be held 4/21/2020 at 7:00 p.m. Officials from the health department and ThedaCare will attend and give an update on the health crisis in our area. Options for the Lake Shore Drive walking/biking path will be voted on tonight by Council.

While City Hall is closed to the public and most employees are working from home, the finance department window is open for business. The Public Works department is still working on construction projects. Parks and Recreation is busy getting the parks ready for the summer and creating new programs to go on during the social distancing period. This includes the Quarantine 5k that was created for this time. The library has been allowed to open for curbside pick-up. Director Raab is working on developing a plan for this.

Small business loans can be obtained. These are loans with 2% interest that can be used in gap funding until Federal money becomes available. The City of Neenah website has instructions on how to apply.

Green Bay Road construction will be done this year.

The election in Neenah went smoothly overall and Neenah was singled out in regards to the lengths the city went to protect poll workers and citizens. The Mayor thanked Ald. Stevenson, Deputy City Clerk Cheslock and Deputy Attorney Adam VandenHeuvel for their help with the elections and the Elections Task Force. Clerk Patty Sturn retired as of last week. Neenah has placed a sixty day hold on new hires.

The lights on the "Neenah" sign at the entrance to the City on Highway 41 were changed to show a blue light to support our frontline healthcare workers during this time.

Parking costs in the downtown will be suspended in the month of May.

- **Deputy Director Schmidt – City Updates:** Community Development is working from home but work is still getting done at a regular level. Notice of Assessment Change letters went out and the department is continuing to monitor grants and loans for small businesses. Anyone can reach out to Deputy Director Schmidt or Director Haese if there are questions.

**Future Neenah Updates:** FNI is working remotely and will be determining what programming for the spring and summer will look like. As Executive Director Hessel explained, Future Neenah's main role is to bring people together and they are working to figure out what the social distancing order will mean for their organization. They are working hard to support the small businesses in the downtown during this time.

**Round Table:** None.

**Announcements and Future Agenda Items:**

- **Next Meeting – May 19**

**Adjournment:** The Board adjourned at 8:54 a.m.

**MSC Wasinger/ Noskowiak, the BID Board to adjourn. Motion carried.**

Respectfully submitted,

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

Samantha Jefferson  
Office Manager, Community Development

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**  
**2020 Budget Status Report**  
**As of April 30, 2020**

	Balance as of 1/1/2020	ACTUAL April 2020	ACTUAL YTD Total 2020	<u>2020 BUDGET</u>	Budget - Actual
<b>Beginning Balance</b>	\$ 17,273.51		\$ 17,273.51	\$ 14,542.45	17,273.51
<b>INCOME</b>					
<b>BID assessment</b>			\$ 143,268.31	\$ 143,268.00	(0.31)
<b>Total Income</b>		\$ -	\$ 160,541.82	\$ 157,810.45	
<b>CENTRALIZED MANAGEMENT</b>		30,085.00	30,085.00	63,970.00	33,885.00
<b>PUBLIC RELATIONS</b>		769.00	1,784.00	23,515.00	21,731.00
<b>RETENTION and RECRUITMENT</b>		31.25	31.25	18,300.00	18,268.75
<b>MAINTENANCE</b>		24,075.00	25,933.75	44,915.00	18,981.25
<b>TRANSFER TO SAVINGS</b>		-	-	7,110.00	
<b>Total Expenses</b>		<u>\$ 54,960.25</u>	<u>\$ 57,834.00</u>	<u>\$ 157,810.00</u>	<u>\$ 92,866.00</u>

**Remaining Funds Available**

\$ 102,707.82

**CENTRALIZED MANAGEMENT**

Auto Allowance	-	-	315.00	315.00
Postage	-	-	40.00	40.00
Conferences and Meetings	85.00	85.00	650.00	565.00
Auditing	-	-	2,600.00	2,600.00
Banking Fees	-	-	240.00	240.00
Professional	30,000.00	30,000.00	60,000.00	30,000.00
Office Supplies	-	-	125.00	125.00
<b>Total - Centralized Management</b>	<u>\$ 30,085.00</u>	<u>\$ 30,085.00</u>	<u>63,970.00</u>	<u>\$ 33,885.00</u>

**PUBLIC RELATIONS**

Outside Printing	534.00	534.00	1,100.00	566.00
Advertising & Publications	235.00	235.00	2,800.00	2,565.00
Promotional Activities and Events	-	-	6,275.00	6,275.00
Outside Services	-	225.00	1,000.00	775.00
Secret Shopper	-	-	90.00	90.00
Gift Certificates	-	790.00	12,000.00	11,210.00
Brand Implementation	-	-	250.00	250.00
<b>Total Public Relations</b>	<u>\$ 769.00</u>	<u>1,784.00</u>	<u>\$ 23,515.00</u>	<u>\$ 21,731.00</u>

**RETENTION and RECRUITMENT**

Misc. Expenditures	-	-	\$ 2,300.00	2,300.00
Awning / Sign Grant	-	\$ -	\$ 3,500.00	\$ 3,500.00
Recruitment Tools	31.25	31.25	\$ 2,500.00	\$ 2,468.75
Retention Grant Program	-	-	\$ 10,000.00	\$ 10,000.00
<b>Total Retention and Recruitment</b>	<u>\$ 31.25</u>	<u>\$ 31.25</u>	<u>\$ 18,300.00</u>	<u>\$ 18,268.75</u>

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**  
**2020 Budget Status Report**  
**As of April 30, 2020**

	Balance as of 1/1/2020	ACTUAL April 2020	ACTUAL YTD Total 2020	<u>2020</u> <u>BUDGET</u>	Budget - Actual
<b>MAINTENANCE</b>					
Banners		-	-	2,780.00	2,780.00
Maint.of Equip / Snow Removal		-	568.75	3,250.00	2,681.25
Waste Removal/Recycle		555.00	1,665.00	7,250.00	5,585.00
Tree Lights & Holiday Décor		-	-	550.00	550.00
All Other Supplies		-	-	725.00	725.00
Storage Rental		180.00	360.00	720.00	360.00
Flower Beds		23,340.00	23,340.00	23,940.00	600.00
Fixtures & Facilities		-	-	5,700.00	5,700.00
Total Maintenance Task Force		\$ 24,075.00	\$ 25,933.75	\$ 44,915.00	\$ 18,981.25
<b>Transfer to Savings for Sign</b>			-	\$ 7,110.00	
Total Expenses		<u>\$ 54,960.25</u>	<u>\$ 57,834.00</u>	<u>\$ 157,810.00</u>	<u>\$ 92,866.00</u>
			<b>Balance</b>		
Capital Reserve Fund	20,073.15	\$ -	20,073.15	\$ 25,224.28	
Interest Earnings		-	3.40	27.00	
Savings - Signage	8,231.25	-	8,231.25	10,191.25	
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	
Reserve Fund Balance	<u>\$ 31,504.40</u>	<u>\$ 31,507.80</u>	<u>\$ 31,507.80</u>	<u>\$ 38,642.53</u>	