

AGENDA



Neenah Central City Business Improvement District Board Tuesday, January 18, 2022 ** 8:00 – 9:00 A.M. Council Chambers * City Hall



1. (ACTION) Approve minutes of November 16, 2021 meeting
2. Welcome new BID board members: Robert Wedge & Christine Rondeau
3. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
4. Financials
 - (ACTION) Bills for Approval – Close out 2021
 - Budget Status Report
 - Audit – In March / Staff has started make ready list items
5. Executive Committee
 - Thank You of the Month
6. Recruitment and Retention Committee
 - Sign Grant App 107 Church Street
7. Maintenance Committee Report
 - Report from Jan. 12 Meeting
 - Full board walk thru of district June 21
8. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from Jan. 13 Meeting
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
 - Dine Out Neenah
 - New Staff
11. City of Neenah Updates
 - Downtown Plan
12. Announcements and future agenda items
 - Next Meeting – February 15

Dates To Remember:

**Post-Holiday Shoulder
Season Gift Cert Sale
January 22, 2022**

**Warm Your Heart
February 12, 2022**

Minutes of Neenah Central City Business Improvement District Board
November 16, 2021 – 8:00 am
Council Chambers – City Hall

PRESENT: Board Members: Alex Wenzel, Alex Noskowiak, Michelle Bauer, Tori Dorn, Jane Lang, Bob Gillespie, Joe Ziemba, and George Brownell. Also present: Nikki Hessel (Future Neenah, Inc.), Sara Hanneman (Future Neenah, Inc.), Mayor Kaufert, Joe Wenninger (City of Neenah IS), Deputy Director Brad Schmidt (City of Neenah Community Development) and Office Manager Samantha Jefferson (City of Neenah Community Development).

Approval of Minutes: MSC Bauer/Gillespie, the BID Board to approve the minutes from the September 21, 2021 BID Board meeting and the October 13, 2021 Co-Op meeting. Motion passed.

Member Gillespie made mention of two points from the Co-Op meeting: a system of penalties will be worked towards that would hopefully help with snow/ice removal compliance in the downtown. Another option would be to use the grant application process to help with this. Also, the bus station and the traffic issues that buses, construction vehicles and other commercial type vehicles cause is being discussed.

Public Appearances: City of Neenah IS Director Joe Wenninger gave an update on the downtown WIFI project. He detailed locations of the access points that will be used and where cameras will be located. The project will be completed in two phases. He asked the BID Board if they would like to have the WIFI turned on for the first of the two phases or if they would like to wait until both phases are completed before turning on the WIFI for the whole downtown. The BID Board asked that phase 1 be turned on before the other phase is completed.

Traffic boxes were going to be used for this project but it was determined that there is not enough space in some of them. James Merten (traffic engineer) is going to work on creating more availability in the traffic boxes.

Assistant Executive Director Hanneman asked if cameras were being considered in the bus stop area and the parking ramp. Director Wenniger said that cameras will be in the bus stop area but there are structural issues that will need to be addressed before cameras could be put in the ramp. Gerry Kaiser, Director of Public Works, was given a quote to have these issues fixed.

BID Board members asked if residents of the new apartment buildings might attempt to utilize this WIFI instead of getting their own service. Deputy Director Schmidt will follow up on this.

Financials:

- Bills for Approval: **MSC Ziemba/Bauer, the BID Board to approve the bill packet for the amount of \$29,683.24. Motion passed.**
- Budget Status Report: Assistant Executive Director Hanneman discussed some of the larger amounts on the budget status report (professional fee, refuse fee, Ultimate Ladies Day gift certificates, grants awarded, etc.).
- Audit/Review Cycle – '21 Financial Audit in Spring '22 (3 year rotation): Assistant Executive Director Hanneman explained that state statues allow for any BID that brings in less than \$300,000 is allowed to complete only a review instead of a full audit. Originally, the BID

decided to complete a full audit every three years. She said the cost difference would be \$1000.

After deliberation, the Board decided to complete a full audit for 2021 and if no findings are made, they will discuss moving the frequency of an audit to every 5 years.

Executive Committee Report:

- 2022 BID Budget & Operating Plan: **MSC Gillespie/Bauer, the BID Board to approve the 2022 BID Budget and Operating Plan. Motion passed.**

Full copies of the Plan are available in hardcopy or electronic versions. Members asked for clarification of the BID status for the new downtown buildings. 201 W. Wisconsin will pay a BID assessment but Solaris will not.

- Thank You of the Month: A Thank You card was passed around for Alta's maintenance person for members to sign.
- '22 Board Roster: Member Wasinger will continue to be on the BID Board for another term but would like to be on a different committee (no longer the Maintenance Committee). Member Ziemba has sold his business to his son. He said that he would be willing to remain on the board but that he may miss meetings. That will be discussed further. Member Brownell has agreed to continue to remain as BID Board President and Member Noskowiak will remain as Treasurer.

Recruitment and Retention Report:

- Report from October 19 meeting: Member Gillespie gave an overview of the committee business namely mentioning that the grant approval process is being reviewed.
- Retention and Recruitment Grant App Consideration (113 W. Wisconsin) – Received a grant request for 113 W. Wisconsin to help with the cost of an awning. The request is for \$500 (total quote amount is \$2,935). **MSC Ziemba/Wenzel, the BID Board to approve the Awning Grant for 113 W. Wisconsin in the amount of \$500. Motion passed.**

Maintenance Committee Report:

- Next Meeting December 8
- New Maintenance Coordinator Hired: Future Neenah has hired a new employee, Mike Cannon for the maintenance position.

Public Relations and Marketing Committee Report:

- Dates of upcoming activities:
 - Small Business Saturday – November 27, 2021
 - Santa Mailbox, Gingerbread Scavenger Hunt, Online Window Voting, Online Holiday Catalog Wishes – December 3-19
 - Gift with Purchase and Open for Gift Certificate Purchase – December 11, 2021
 - Luminary Pop-Up and Cookie Crawl – December 16, 2021
 - Post-Holiday Shoulder Season Gift Certificate Sale – January 22, 2022
 - Warm Your Heart – February 12, 2022

- Report from November 11 meeting: Member Lang gave a very brief overview due to time constraints. 699 gift certificate rewards were redeemed at the last gift certificate event. She detailed some of the events that are upcoming.

Future Neenah Updates:

- Executive Director Nikki Hessel will be leaving her position. She thanked the Board for their support and hard work.
- A Very Neenah Christmas will be on December 3, 2021.

City of Neenah Updates:

- The City Budget meeting will be held at 6:30 p.m. on November 16, 2021. There is a 1.39% increase in the levy. The City was given \$5.4 million in ARPA money and that will be discussed.
- The Mayor will not run again for his position. He thanked the BID for their support.

Announcements and Future Agenda Items:

- **Next Meeting – December 21, 2021 (if needed)**

Adjournment: The Board adjourned at 9:05 a.m.

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

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2021 Budget Status Report

As of December 31, 2021

	Balance as of 1/1/2021	Jan-21 ACTUAL Final 2021	ACTUAL YTD Total 2021	2021 BUDGET	Budget - Actual
Beginning Balance	\$ 19,999.44		\$ 19,999.44	\$ 22,122.16	19,999.44
INCOME					
BID assessment		\$ -	\$ 143,533.81	\$ 143,534.00	0.19
Total Income		\$ -	\$ 163,533.25	\$ 165,656.16	
CENTRALIZED MANAGEMENT		346.36	63,262.01	64,005.00	742.99
PUBLIC RELATIONS		2,726.64	26,816.11	32,290.00	5,473.89
RETENTION and RECRUITMENT		6,000.00	20,976.94	26,500.00	5,523.06
MAINTENANCE		4,664.53	26,590.79	35,340.00	8,749.21
TRANSFER TO SAVINGS		-	7,500.00	7,500.00	
Total Expenses		\$ 13,737.53	\$ 145,145.85	\$ 165,635.00	\$ 20,489.15

Remaining Funds Available	\$ 18,387.40
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CENTRALIZED MANAGEMENT

Auto Allowance	28.18	28.18	300.00	271.82
Postage	15.66	50.86	40.00	(10.86)
Conferences and Meetings	38.42	38.42	650.00	611.58
Auditing	-	2,650.00	2,650.00	-
Banking Fees	72.00	72.00	240.00	168.00
Professional	-	60,000.00	60,000.00	-
Office Supplies	192.10	422.55	125.00	(297.55)
Total - Centralized Management	\$ 346.36	\$ 63,262.01	64,005.00	\$ 742.99

PUBLIC RELATIONS

Outside Printing	-	-	1,500.00	1,500.00
Advertising & Publications	871.75	2,804.71	3,750.00	945.29
Promotional Activities and Events	803.68	6,536.31	8,200.00	1,663.69
Outside Services	20.98	410.41	3,500.00	3,089.59
Secret Shopper	-	-	90.00	90.00
Gift Certificates	1,030.23	17,064.68	15,000.00	(2,064.68)
Brand Implementation	-	-	250.00	250.00
Total Public Relations	\$ 2,726.64	26,816.11	\$ 32,290.00	\$ 5,473.89

RETENTION and RECRUITMENT

Misc. Expenditures	500.00	1,111.60	\$ 11,000.00	9,888.40
Awning / Sign Grant	500.00	\$ 2,838.63	\$ 2,500.00	\$ (338.63)
Recruitment Tools	-	-	\$ 3,000.00	\$ 3,000.00
Retention Grant Program	5,000.00	17,026.71	\$ 10,000.00	\$ (7,026.71)
Total Retention and Recruitment	\$ 6,000.00	\$ 20,976.94	\$ 26,500.00	\$ 5,523.06

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2021 Budget Status Report

As of December 31, 2021

	Balance as of 1/1/2021	Jan-21 ACTUAL Final 2021	ACTUAL YTD Total 2021	2021 BUDGET	Budget - Actual
MAINTENANCE					
Banners		1,793.53	1,793.53	2,780.00	986.47
Maint.of Equip / Snow Removal		532.98	1,101.73	3,000.00	1,898.27
Waste Removal/Recycle		1,525.25	8,625.25	7,250.00	(1,375.25)
Tree Lights & Holiday Décor		668.57	792.30	800.00	7.70
All Other Supplies		94.20	342.98	600.00	257.02
Storage Rental			720.00	720.00	-
Flower Beds		-	11,890.00	13,690.00	1,800.00
Fixtures & Facilities		50.00	1,325.00	6,500.00	5,175.00
Total Maintenance Task Force		\$ 4,664.53	\$ 26,590.79	\$ 35,340.00	\$ 8,749.21
Transfer to Savings for Sign			7,500.00	\$ 7,500.00	
Total Expenses		\$ 13,737.53	\$ 137,645.85	\$ 165,635.00	\$ 20,489.15
			Balance		
Capital Reserve Fund	26,473.15	\$ -	26,473.15	\$ 32,973.15	\$ 6,500.00
Interest Earnings	5.86	-	9.53	27.00	
Savings - Signage	8,941.25	-	13,078.75	9,941.25	\$ 1,000.00
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	\$ -
					\$ -
Reserve Fund Balance	\$ 38,620.26	\$ -	\$ 42,761.43	\$ 46,141.40	\$ 7,500.00