

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, November 21, 2017 ** 8:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of October 16, 2017 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
 - Update from November 16 Meeting
 - Barker Report on '17 WI Downtown Meeting
 - (ACTION) Approval of 2018 BID Operating Plan
5. Recruitment and Retention Committee
 - Update from October 19 Meeting
 - (ACTION) Sign Grant (206 W. WI)
6. Public Relations and Marketing Committee
 - Update from November 9 Meeting
7. Maintenance Committee Report
 - Update from October 18 Meeting
 - Next Meeting December 13
8. Future Neenah Updates
 - A Very Neenah Christmas December 1
 - Long Range Planning
9. City of Neenah Updates
 - Ongoing: 2040 Comp Plan, Update on automated license plate readers, Hwy 41 Signage Update
 - NPD Neighborhood Policing Information
10. Announcements and future agenda items
 - No December 19 meeting, unless there is business that needs to be addressed.

DATES TO REMEMBER:

- Fox 11 Contest Email: November 21, 2017
- Small Business Saturday: November 25, 2017
(social media promo Nov. 19 – 25)
- DoubleTree Ribbon Cutting: November 28 @ 10am
- A Very Neenah Christmas: December 1, 2017
- Countdown to Christmas Social Media Promo: December 11-22, 2017
- Warm Your Heart: February 10, 2018
- Ultimate Ladies Day: April 21, 2018

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
2017 Budget Status Report
as of 09-30-2017

	ACTUAL September 2017	ACTUAL YTD Total 2017	2017 BUDGET	Budget - Actual
Beginning Balance		\$ 8,866.69	\$ 9,298.00	
INCOME				
BID assessment	\$ -	\$ 130,378.74	\$ 130,379.00	
Total Income	\$ -	\$ 139,245.43	\$ 139,677.00	
CENTRALIZED MANAGEMENT	3,300.00	32,222.77	61,305.00	29,082.23
PUBLIC RELATIONS	635.00	6,274.87	21,335.00	15,060.13
RETENTION and RECRUITMENT	500.00	5,040.00	17,500.00	12,460.00
MAINTENANCE	4,491.86	24,577.96	33,302.00	8,724.04
TRANSFER TO SAVINGS		7,000.00		
Total Expenses	\$ 8,926.86	\$ 75,115.60	\$ 133,442.00	\$ 65,326.40
Remaining Funds Available		\$ 64,129.83		
CENTRALIZED MANAGEMENT				
Auto Allowance	-	-	15.00	15.00
Postage	-	-	60.00	60.00
Conferences and Meetings	-	144.00	225.00	81.00
Auditing	3,300.00	3,300.00	3,200.00	(100.00)
Banking Fees	-	-	180.00	180.00
Professional	-	28,750.00	57,500.00	28,750.00
Office Supplies	-	28.77	125.00	96.23
Total - Centralized Management	\$ 3,300.00	\$ 32,222.77	61,305.00	\$ 29,082.23
PUBLIC RELATIONS				
Outside Printing	-	-	800.00	800.00
Advertising & Publications	395.00	843.21	3,750.00	2,906.79
Promotional Activities and Events	200.00	3,200.00	4,500.00	1,300.00
Outside Services	-	-	225.00	225.00
Secret Shopper	-	45.00	60.00	15.00
Gift Certificates	40.00	1,521.37	8,500.00	6,978.63
Brand Implementation	-	665.29	3,500.00	2,834.71
Total Public Relations	\$ 635.00	6,274.87	\$ 21,335.00	\$ 15,060.13
RETENTION and RECRUITMENT				
Misc. Expenditures	-	150.00	\$ 2,000.00	1,850.00
Awning / Sign Grant	500.00	\$ 1,500.00	\$ 3,000.00	\$ 1,500.00
Recruitment Tools and Workshops	-	-	\$ -	\$ -
Retention Grant Program	-	3,390.00	\$ 12,500.00	\$ 9,110.00
Update Market Analysis	-	-	\$ -	\$ -
Ambassador Visits	-	-	-	-
Total Retention and Recruitment	\$ 500.00	\$ 5,040.00	\$ 17,500.00	\$ 12,460.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2017 Budget Status Report
as of 09-30-2017

	ACTUAL September 2017	ACTUAL YTD Total 2017	2017 BUDGET	Budget - Actual
MAINTENANCE				
Banners	-	899.16	3,000.00	2,100.84
Maint.of Equip / Snow Removal	-	1,363.85	4,000.00	2,636.15
Misc. Insurance	-	-	220.00	220.00
Waste Removal/Recycle	1,004.82	4,019.28	6,300.00	2,280.72
Tree Lights & Holiday Décor	-	-	750.00	750.00
All Other Supplies	85.04	389.17	700.00	310.83
Storage Rental	-	292.50	720.00	427.50
Flower Beds	-	14,212.00	14,212.00	-
Paint and Stain Monument & Tables	3,402.00	3,402.00	3,400.00	(2.00)
Total Maintenance Task Force	\$ 4,491.86	\$ 24,577.96	\$ 33,302.00	\$ 8,724.04
Transfer to Savings for Sign		-		
Total Expenses	\$ 8,926.86	\$ 68,115.60	\$ 133,442.00	\$ 65,326.40
Capital Reserve Fund	\$ -	19,948.19	\$ 19,950.00	
Interest Earnings	-	20.19	20.00	
Savings - Signage	-	22,000.00	22,000.00	
Maintenance Savings *	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 45,168.38	\$ 45,168.38	\$ 45,170.00	