

# AGENDA



Neenah Central City Business Improvement District Board  
**Tuesday, April 21, 2020 \*\* 8:00 – 9:00 A.M.**  
Virtual Meeting Via Zoom  
(instructions below)



1. (ACTION) Approve minutes of February 18, 2020 meeting
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
  - Welcome Alex Wenzel
3. Financials (5 min)
  - (ACTION) Bills for Approval
  - Review Status
4. Executive Committee (10 min)
  - 'Un' Annual Meeting was March 10
  - No Meeting, No Report
5. Maintenance Committee Report (5 min)
  - Update from March 11 meeting
  - District Walk Through June 17
6. Recruitment and Retention Committee
  - No Meeting / No Report
7. Public Relations and Marketing Committee (10 min)
  - Report from April 9 meeting
8. City of Neenah Updates (5 min)
9. Future Neenah Updates (5 min)
10. Round Table (10 min)
11. Announcements and future agenda items
  - Next Meeting – May 19

**BID Dates To Remember:**  
**Ultimate Ladies Day & Gift Certificate Rewards**  
May 30, 2020

**Join Zoom Meeting:**

<https://zoom.us/j/98161682619?pwd=U2thQ2VWbjZ0dWpBUkNLbmVpNUdaZz09>

Meeting ID: 981 6168 2619 \*\* Password: 288755

One tap mobile

+1 312 626 6799 US (Chicago)

Meeting ID: 981 6168 2619 \*\* Password: 288755

## Minutes of Neenah Central City Business Improvement District Board

February 18, 2020 – 8:00 am

City Hall – Third Floor Conference Room

**PRESENT:** Board Members: Alex Noskowiak, Bob Gillespie, Sandy White, LeeAnn Wasinger, Jane Lang, 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 Carol Kasimor (City of Neenah Community Development).

**Approval of Minutes:** MSC Ziemba/Noskowiak, the BID board to approve the minutes of the January 20, 2020 meeting. Motion carried.

**Public Appearances:** None.

### Financials:

- **Bills for Approval:** MSC Wasinger/Ziemba the BID Board to approve bills in the amount of \$2,873.75. Motion carried.
- **Budget Status Report:** A budget status report was not available at this meeting and will be discussed at the next meeting.
- **FYI: Audit Make Ready Prep is Underway:** Assistant Executive Director Hanneman detailed the decision of the BID Board to complete only a financial review (based on state statute conditions) for 2019. A full audit will be completed for the 2020 financial review. The city is contracted with Baker-Tilly and they have provided the list of items that will be needed for the review. Future Neenah is working to gather those items.

### Executive Committee Report:

- **'Un' Annual Meeting March 10:** Future Neenah will host the Annual BID meeting on March 10<sup>th</sup>, 2020 from 7:30 – 9:30 a.m. Instead of a formal meeting, it will be an open house breakfast gathering.
- **New Business Updates – Little Siam:** This new restaurant will feature Thai comfort food. They are planning for their opening to be in mid-March.
- **Hospitality sector rep to the board:** The owner of Lion's Tail, Alex Wenzel, has spoken with Assistant Executive Director Hanneman and he has expressed interest in joining the BID Board as the hospitality sector representative. He will be sworn in by the Mayor in the coming weeks.

### Maintenance Committee Report:

- **No Meeting, No Report:** Snow removal is going well.
- **Next meeting March 11**
- **Downtown Camera/WIFI project update:** Executive Director Hessel and Assistant Executive Director Hanneman met with Director Wenninger and Network Administrator Schroeder to discuss the downtown camera/WIFI project. They discussed the possibility of four cameras in the downtown: two cameras on the ramp (\$3,200 each with an additional \$250 needed for mounting systems), one camera near the Marketplace (\$1,200 - \$1,400) and one near Subway. At this time, WIFI would not reach the camera that would be placed near Subway. At this point, they could try to "hop" the WIFI to the area or install a camera that doesn't require WIFI. The problem with a camera that doesn't require WIFI would be that if it wasn't working, it wouldn't be immediately evident. Shared cost with the city will be discussed and the BID funds would come out of capital savings.

Members expressed the need for cameras in the area. Member White spoke about an incident that occurred recently in her store in which a man came in asking for money and threatened to take things. Also, Member Ziemba described an incident in which someone was arrested in his store a few months ago. It was suggested that a phone tree be established for these types of incidents.

### Recruitment and Retention Report:

- **No Meeting / No Report**
- **CDBG Funds:** City of Neenah Assistant Planner Carol Kasimor asked the group to reach out to her if they believe they had an upcoming project that would qualify for CDBG assistance. There are certain requirements such as the creation of jobs or specific kinds of repairs but the city would work to discover if funds would be available.

### Public Relations and Marketing Committee Report:

- **Report from February 13 meeting:** The Warm Your Heart event was a big success. Many people who had never been a part of the event participated. Ultimate Ladies Day is scheduled for April 25, 2020. The January gift certificate event had 2 less customers than last year but the weather was not amiable that day.

The committee also discussed how to welcome the new ThedaCare employees. A holiday catalog was discussed – this had been done in previous years but does require some extensive design and planning so logistics are difficult.

On March 19<sup>th</sup>, the CEO of ThedaCare will be presenting at the library in partnership with the Neenah Historical Society.

Member Birtch questioned why the airport used to showcase different areas of the Fox Cities but now seems to have only advertisements. Assistant Executive Director Hanneman will ask the Convention and Visitor's Bureau.

The city is working to get quotes on a sign for the ramp alerting downtown visitors that they can park there on nights and weekends for free.

**City of Neenah Updates:**

- **Mayor Kaufert – City Updates:** The city newsletter will be out at the end of the month. Punch cards for the city garage have been mailed. The punch cards are for large items only. Building of the townhouses on Winneconne will begin this spring. He will be starting a big ticket committee that will discuss large purchases the city will potentially be making. He will also be forming a taskforce for Arrowhead park to help develop a multi-use facility and not simply a park. The Jeweler’s Mutual trail system will be constructed this year – Jeweler’s Mutual will help to finance this project. Discussions regarding the Bridgewood golf course is still ongoing. The old Donaldson’s building on Cecil Street will be removed due to condemnation in the coming months. Walmart/CVS is suing the city over their assessed values.

There was controversy regarding the TIF funds used for the new building that is to be built on Green Bay Road (previously the Burger King site). The Mayor explained that these funds were allowed to be used due to the city wanting a high-level building on that site instead of a marginal use.

- **Lakeshore Drive Project – Office Manager Jefferson:** Office Manager Jefferson discussed the survey that Council is asking the community to participate in to allow feedback for a Lakeshore Drive trail in conjunction with the road. The survey can be found on the City’s website.

**Future Neenah Updates:** The BID has a shared table at the CVB Tourism Breakfast on February 28<sup>th</sup>, 2020. Please let Assistant Executive Director Hanneman know if you would like to attend.

**Round Table:**

- **Downtown Information Sharing:** Assistant Executive Director Hanneman handed out a BID FAQ Review and ESRI Data regarding the downtown. The data was broken down into demographic/census information, a retail market profile and a business summary. This information was developed from environmental survey data.

**Announcements and Future Agenda Items:**

- **Next Meeting – ‘Un’ Annual Meeting March 10, Regular Business Meeting April 21**

**Adjournment:** The Board adjourned at 8:55 a.m.

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

Respectfully submitted,



Samantha Jefferson  
Office Manager, Community Development