

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, May 17, 2022 ** 8:00 – 9:00 A.M.
Council Chambers * City Hall



1. (ACTION) Approve minutes of April 19, 2022 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
 - Thank You(s) of the Month
 - No Meeting, No Report
5. Recruitment and Retention Committee
 - Report from April 19 Meeting
 - (ACTION) Ret & Recr Grant App for 106 W. WI
6. Maintenance Committee Report
 - Full board walk thru of district June 21
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box →
 - Report from May 12 Meeting
 - Report from Spring Fling
8. Round Table & Information Sharing
 - Biz news & updates from board members
9. Future Neenah Updates
 - Summer Events Updates
 - Log Your Loops: May 30 – Sept 5
10. City of Neenah Updates
 - Downtown Plan
11. Announcements and future agenda items
 - Next Meeting – All Board Walking Tour of District – June 21 (in place of regular business meeting)

Dates To Remember:

Farmers Market Opening Day & Gift Cert Sale

June 11

Street Dance Concert

June 15

Downtown Employee Appreciation

June 30

Summer Madness Sale

August 4-6, 2022

Ladies Day

September 10, 2022

Minutes of Neenah Central City Business Improvement District Board

April 19, 2022 – 8:00 am

Hauser Room – City Hall

PRESENT: Board Members: Alex Wenzel, Alex Noskowiak, Umer Sheikh, Tori Dorn, Jane Lang, Robert Wedge, George Brownell, and Christine Rondeau. Also present: Sarah Wylie (Future Neenah, Inc.), Sara Hanneman (Future Neenah, Inc.), Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Wenzel/Rondeau, the BID Board to approve the minutes from the February 15, 2022 BID Board meeting. Motion passed.

Guests: None.

Public Appearances: None.

Financials:

- Bills for Approval: **MSC Noskowiak/Dorn, the BID Board to approve the bill packet for \$49,999.68. Motion passed.**
- Budget Status Report: Assistant Executive Director Hanneman said there was very little activity to report for '22 to date. January closed out 2021 and in March there was not a bill packet for approval due to the annual meeting.
- Audit: Baker Tilly was onsite March 31. They spoke with Hanneman and Noskowiak as well as Future Neenah accountant Last. Final report not yet received. Based on feedback from them, the BID board will discuss frequency and may choose to focus on only annual reviews rather than a 3-year audit cycle.

Executive Committee Report:

- Downtown Annual "Meeting" was March 15: This meeting was a "drop in" at Future Neenah. A slideshow featuring a review of 2021 was played then. Same information was handed out at the BID board meeting to those who were unable to attend March 15.
- City representation on the BID Board: Thanks and congratulations to Lang! This is her final BID board meeting before she is sworn in as Neenah's new mayor. Alderman Skyrms will fill the City seat on the BID board going forward.
- Thank You of the Month: Assistant Executive Director Hanneman prepared thank you cards for Tina Palmer at Red Door and Lizzy & team at The Plaza for BID board members to sign.

Recruitment and Retention Report:

- Retention and Recruitment Committee to convene directly following this BID board meeting.

Maintenance Committee Report:

Dorn reported from March 9 meeting.

- ***Full board walk thru of district June 21***
- The light up snowflakes have one more year of life. Staff inspected inventory stored at garage.
- A 'camera' and smile you're on camera signs will be installed at the corral.
- Magnetic signs with recycling guidelines were purchased for recycling dumpsters.
- Curb work to be done in the district in '23.
- Curbside ice and snow was an issue in the 200 block due to overnight bar patron and resident parking.
- Recycle pick up days are now Mon/Fri.
- Replacement banner brackets have been ordered.
- The street sweeper is now out for the season.
- The downtown welcome monument will be due for sealing in '23.
- The wooden benches still in the district will be stained this summer.
- While it would be nice to have the white tree lights on year-round, the outlets in the beds get impacted by rain/snow and not all trees are lit.

Public Relations and Marketing Committee Report:

Report from April 14th meeting: Member Lang discussed the highlights of the meeting.

Dates of upcoming activities:

- Spring N Scavenger Hunt – ended April 14th
- Spring Fling – May 7. Win brunch for mom. Gift with purchase. Gift certificate rewards. Tour tree bed décor.
- Gift Certificate Rewards May 7. Gift Certificate Sale June 11.
- Red Door Mercantile organized a “Let’s Go Downtown” women’s retail night for this Thursday.
- Tree beds will be decorated by downtown businesses and Neenah organizations. Décor will be in place May 7- June 11 which encompasses the spring fling through opening day of the Farmers Market. Over 30 beds have been ‘adopted.’

Round Table and Information Sharing:

- Dorn explained Bags to Benches recycling program. She has a speed concern at WI / Main bend. (A digital box showing speeds is being donated and a pedestrian crossing sign will be placed in the road after snow / plowing season is officially over.) Also parking in the silver permitting area is an issue on weekends.
- Rondeau is going a spring clean up of their rear courtyard area. They received a ’21 placemaking grant toward a bench there. Dorn also hosts fiber craft groups there on Saturdays.
- Wedge is doing building work at 125 W WI to include windows and roofing.
- Landmarks commission is bringing the Voyager canoe to Aug. 20 Farmers Market.
- City of Neenah is working with Bird scooters toward a pilot of their program in ’22.
- Wenzel received a placemaking grant in ’21 and will be using it toward flower planter boxes at the Brewery. He commended the City for being easy to work with.
- Noskowiak reported Bergstrom is doing some construction at the dealership.
- Water feature at Shattuck Park will be open June 3.
- WIFI: Director Wenninger said the boring taking place downtown is for placing the conduit for the camera and Wi-Fi Ethernet cabling that connects to fiber at the traffic signal box at church and Wisconsin. Still waiting for mounting equipment for the access points but are getting close.

Future Neenah Updates:

- Working toward the start of summer event season.
- Bauer serves on both the Future Neenah and BID boards as the liaison between them.
- Log Your Loops – registration starts May 1. Log loops Memorial Day – Labor Day.
- Opening Day of Farmers Market is June 11.
- Future Neenah has been working on long term and strategic planning.

City of Neenah Updates:

Schmidt reported.

- Alderman Skryms asked staff to research how other surrounding communities handle their centralized dumpster systems.
- Bus transfer station options being explored. Do your business employees or customers use the transit system?
- Downtown Plan Process: RDG and Neighborhood Planners will be the consultants. BID has committed \$5,000 in their budget toward the plan. Schmidt compiling a steering committee. Boundaries are: Lake Street to Oak Street and the river to Winneconne. Community input will be sought with surveys, focus groups and employees.

Announcements and Future Agenda Items:

Next Meeting – May 17, 2022

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

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of April 30, 2022

	Balance as of 1/1/2022	ACTUAL April 2022	ACTUAL YTD Total 2022	2022 BUDGET	Budget - Actual
Beginning Balance	\$ 18,387.40		\$ 18,387.40	\$ 18,528.44	18,387.40
INCOME					
BID assessment			\$ 143,731.46	\$ 143,731.00	(0.46)
Total Income		\$ -	\$ 162,118.86	\$ 162,259.44	
CENTRALIZED MANAGEMENT		30,203.68	30,940.68	64,716.00	33,775.32
PUBLIC RELATIONS		3,696.80	4,913.29	29,740.00	24,826.71
RETENTION and RECRUITMENT		10.00	10.00	29,000.00	28,990.00
MAINTENANCE		16,014.90	18,265.85	38,800.00	20,534.15
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 49,925.38	\$ 54,129.82	\$ 162,256.00	\$ 108,126.18
Remaining Funds Available			\$ 107,989.04	\$ 3.44	
CENTRALIZED MANAGEMENT					
Auto Allowance			-	125.00	125.00
Postage		10.44	10.44	45.00	34.56
Conferences and Meetings		110.24	110.24	450.00	339.76
Auditing		-	737.00	3,700.00	2,963.00
Banking Fees		-	-	96.00	96.00
Professional		30,000.00	30,000.00	60,000.00	30,000.00
Office Supplies		83.00	83.00	300.00	217.00
Total - Centralized Management		\$ 30,203.68	\$ 30,940.68	64,716.00	\$ 33,775.32
PUBLIC RELATIONS					
Outside Printing		-	-	1,100.00	1,100.00
Advertising & Publications		250.00	250.00	3,000.00	2,750.00
Promotional Activites and Events		3,111.00	3,111.00	7,800.00	4,689.00
Outside Services		10.49	336.98	2,550.00	2,213.02
Secret Shopper		-	-	90.00	90.00
Gift Certificates		325.31	1,215.31	15,000.00	13,784.69
Brand Implementation		-	-	200.00	200.00
Total Public Relations		\$ 3,696.80	4,913.29	\$ 29,740.00	\$ 24,826.71
RETENTION and RECRUITMENT					
Misc. Expenditures		10.00	10.00	\$ 6,000.00	5,990.00
Awning / Sign Grant		-	\$ -	\$ 2,500.00	\$ 2,500.00
Recruitment Tools		-	-	\$ 2,500.00	\$ 2,500.00
Retention Grant Program		-	-	\$ 12,500.00	\$ 12,500.00
Placemaking Grant Program		-	-	\$ 5,500.00	\$ 5,500.00
Total Retention and Recruitment		\$ 10.00	\$ 10.00	\$ 29,000.00	\$ 28,990.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of April 30, 2022

	Balance as of 1/1/2022	ACTUAL April 2022	ACTUAL YTD Total 2022	2022 BUDGET	Budget - Actual
MAINTENANCE					
Banners		773.69	748.59	2,800.00	2,051.41
Maint.of Equip / Snow Removal		126.50	256.50	3,000.00	2,743.50
Waste Removal/Recycle		1,942.15	3,872.20	9,600.00	5,727.80
Tree Lights & Holiday Décor		17.98	17.98	400.00	382.02
All Other Supplies		33.58	33.58	500.00	466.42
Storage Rental		216.00	432.00	720.00	288.00
Flower Beds		12,905.00	12,905.00	14,500.00	1,595.00
Fixtures & Facilities		-	-	7,280.00	7,280.00
Total Maintenance Task Force		\$ 16,014.90	\$ 18,265.85	\$ 38,800.00	\$ 20,534.15
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 49,925.38	\$ 54,129.82	\$ 162,256.00	\$ 108,126.18
			Balance		
Capital Reserve Fund	26,473.15	\$ -	26,473.15	\$ 14,473.15	\$ 6,500.00
Interest Earnings	9.53	-	10.58	30.00	\$ 20.47
Savings - Signage	13,078.75	(74.30)	13,004.45	13,004.45	\$ (74.30)
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	\$ -
Reserve Fund Balance	\$ 42,761.43	\$ 42,688.18	\$ 42,688.18	\$ 30,707.60	\$ 6,446.17