

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, August 16, 2022 ** 8:00 – 9:00 A.M.
Council Chambers * City Hall



1. (ACTION) Approve minutes of July 19, 2022 meetings
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
 - Board Members - Start Your Wish List / Planning for 2023 BID Budget & Operating Plan
 - Thank You of the Month
 - Fall Exec. Committee Meeting – Schedule for September
5. Recruitment and Retention Committee
 - (ACTION) Grant 224 W WI
 - FYI: Review of all grant opps available to district biz to apply
6. Maintenance Committee Report
 - Next Meeting September 14
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box →
 - Report from August 11 Meeting
8. Round Table & Information Sharing
 - Biz news & updates from board members
9. Future Neenah Updates
 - Director
 - Events – Summer Wrap Up & Fall Prep
10. City of Neenah Updates
 - Downtown Plan Status Update
11. Announcements and future agenda items
 - Next Meeting – September 20

Dates To Remember:

**Boogie & the Yo-Yoz
End of Summer Bash
Street Dance Concert (FNI)**

August 24

**Ladies Day
w/ Gift Cert Rewards (BID)**

September 10, 2022

Historical Society Pow Wow

September 17, 2022

Wine Walk (FNI)

October 1

**Pre-Holiday Gift Certificate
Rewards (BID)**

November 4-5

Minutes of Neenah Central City Business Improvement District Board
July 21, 2022 – 8:00 am
Neenah City Hall – Council Chambers

PRESENT: Board Members: Alex Noskowiak, Alex Wenzel, Michelle Bauer, Tori Dorn, Bob Gillespie, Robert Wedge, LeAnn Wasinger and Christine Rondeau. Also present: Deputy Director Brad Schmidt (City of Neenah Community Development), Michael Burrows (City of Neenah Community Development), Assistant Executive Director Sara Hanneman (Future Neenah, Inc.), and Office Manager Samantha Jefferson (City of Neenah Community Development).

Public Appearances: Community Development Intern Michael Burrows was introduced. He will be assisting with the Downtown and other projects.

Financials:

Bills for Approval: **MSC Gillespie/Wasinger, the BID Board to approve the bill packet for \$8,270.95. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman reviewed the budget status report.

Audit Complete: The audit is now complete and there were no findings. Members discussed audits vs. reviews and if full audits are necessary. Currently, the BID is only required to complete a review but had decided to complete a full audit every three years. Assistant Executive Director Hanneman thanked Member Noskowiak for all of his extra work and oversight during the audit process.

Executive Committee:

Thank You(s) of the Month: Cy & Vong Thounsavath will be sent a thank you this month from the BID for their contribution and dedication to the downtown.

No Meeting, No Report: There was no Executive Committee meeting since the last BID Board meeting.

Retention & Recruitment Committee:

Report from June 14 Meeting: Grant requests were discussed and approved at the last BID Board meeting. One of these grant recipients was the first to sign the “Good Neighbor” agreement that was created. This details responsibilities of property owners in the downtown which they will sign when they receive grant funds.

FYI: Review of all grant opps: The committee will be discussing current grants and if they would suggest changes or keeping all of the options the same.

(ACTION) Sign Grant App for 500 N. Commercial (old post office bldg.): The owner of 500 N. Commercial (old post office building) has requested a sign grant in the amount of \$500 (total for project is \$2,447). **MSC Bauer/Rondeau, the BID Board to approve the sign grant request in the amount of \$500 for 500 N. Commercial Street. All aye. Motion passed.**

Maintenance Committee:

Report from walk thru of district June 21: Assistant Executive Director Hanneman gave an overview of the district walk thru that was on June 21. Representatives from Future Neenah, the BID Board, BID committees and the city attended. Ideas and areas of concern were discussed and will be followed up on.

'23 flower contract: Due to a supply chain issues, Memorial Florists sent over the 2023 contract amount earlier than normal so that materials can be ordered and received on time. **MSC Gillespie/Bauer, the BID Board to approve the 2023 flower contract with Memorial Florist in the amount of \$13,005. All aye. Motion passed.**

Next meeting September 14.

Public Relations and Marketing Committee:

Activity Dates: Summer Madness Sale – August 4-6; Ladies Day – September 10; End of Summer Bash Street Dance Concert – August 24; Wine Walk – October 1; Pre-Holiday Gift Certificate Rewards – November 4-5

Report from July 14 Meeting: The committee discussed the Downtown Employee Appreciation event. It was very well received and more attendees were there than has been there in the last few years. Concerts are in full swing and have been very successful.

Round Table & Information Sharing:

Biz news & updates from board members: Office Manager Jefferson gave an update about Bird Scooters. Members asked if gift certificates could be purchased from Bird. She will find out if this is a possibility.

Downtown WIFI is now up and running.

City of Neenah Updates: Deputy Director Schmidt highlighted upcoming events for the Downtown Plan. A design session will take place on July 27th at Alta Resources (1st Floor Cafeteria) from 4 – 6 p.m.

Governor Evers visited Neenah last week and visited several businesses during a walkthrough of the downtown.

Future Neenah Updates: FNI Executive Director Sarah Wylie has left the position. Summer event season is in full swing and attendance is high. Over 1000 people are signed up for Log Your Loops and a treasure hunt activity has been added.

Announcements and future agenda items: Next Meeting – August 16

MSC Bauer/Gillespie, the BID Board to adjourn at 9:05 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of July 31, 2022

	Balance as of 1/1/2022	ACTUAL July 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		1,357.93	34,473.58	64,716.00	30,242.42
PUBLIC RELATIONS		2,695.53	8,483.80	29,740.00	21,256.20
RETENTION and RECRUITMENT		1,766.67	2,232.19	29,000.00	26,767.81
MAINTENANCE		2,450.82	24,120.85	38,800.00	14,679.15
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 8,270.95	\$ 69,310.42	\$ 162,256.00	\$ 92,945.58
Remaining Funds Available			\$ 92,808.44	\$ 3.44	
CENTRALIZED MANAGEMENT					
Auto Allowance		-	-	125.00	125.00
Postage		12.18	22.62	45.00	22.38
Conferences and Meetings		35.00	491.47	450.00	(41.47)
Auditing		1,148.00	3,700.00	3,700.00	-
Banking Fees		-	-	96.00	96.00
Professional		-	30,000.00	60,000.00	30,000.00
Office Supplies		162.75	259.49	300.00	40.51
Total - Centralized Management		\$ 1,357.93	\$ 34,473.58	64,716.00	\$ 30,242.42
PUBLIC RELATIONS					
Outside Printing		-	-	1,100.00	1,100.00
Advertising & Publications		250.00	500.00	3,000.00	2,500.00
Promotional Activites and Events		378.06	3,545.14	7,800.00	4,254.86
Outside Services		-	347.47	2,550.00	2,202.53
Secret Shopper		-	-	90.00	90.00
Gift Certificates		2,067.47	4,091.19	15,000.00	10,908.81
Brand Implementation		-	-	200.00	200.00
Total Public Relations		\$ 2,695.53	8,483.80	\$ 29,740.00	\$ 21,256.20
RETENTION and RECRUITMENT					
Misc. Expenditures		-	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		1,766.67	1,766.67	\$ 12,500.00	\$ 10,733.33
Placemaking Grant Program		-	455.52	\$ 5,500.00	\$ 5,044.48
Total Retention and Recruitment		\$ 1,766.67	\$ 2,232.19	\$ 29,000.00	\$ 26,767.81

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of July 31, 2022

	Balance as of 1/1/2022	ACTUAL July 2022	ACTUAL YTD Total 2022	<u>2022 BUDGET</u>	Budget - Actual
MAINTENANCE					
Banners		-	1,972.57	2,800.00	827.43
Maint.of Equip / Snow Removal		-	256.50	3,000.00	2,743.50
Waste Removal/Recycle		2,145.00	6,842.20	9,600.00	2,757.80
Tree Lights & Holiday Décor		-	17.98	400.00	382.02
All Other Supplies		89.82	168.60	500.00	331.40
Storage Rental		216.00	648.00	720.00	72.00
Flower Beds		-	12,905.00	14,500.00	1,595.00
Fixtures & Facilities		-	1,310.00	7,280.00	5,970.00
Total Maintenance Task Force		\$ 2,450.82	\$ 24,120.85	\$ 38,800.00	\$ 14,679.15
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 8,270.95	\$ 69,310.42	\$ 162,256.00	\$ 92,945.58
			<u>Balance</u>		
Capital Reserve Fund	26,473.15	\$ -	26,473.15	\$ 14,473.15	(12,000.00)
Interest Earnings	9.53	-	11.64	30.00	18.36
Savings - Signage	13,078.75	-	13,004.45	13,004.45	-
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 42,761.43	\$ 42,689.24	\$ 42,689.24	\$ 30,707.60	\$ (11,981.64)