

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, April 18, 2017 ** 8:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of February 28, 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
 - Annual Meeting Recap
5. Recruitment and Retention Committee
 - Updates from April 17 Meeting
 - (ACTION) Grants for Consideration: Sign and R&R
6. Public Relations and Marketing Committee
 - Updates from April 13 meeting
 - (ACTION) 2017 Farm Market Partnership
7. Maintenance Committee Report
 - Next Meeting June 14 Walking Tour (possible date change)
 - Spring Bulb Recycling Net 295 bulbs
8. Future Neenah Updates
 - Navigate Neenah-Menasha Trestle project update
 - New Downtown Businesses
 - Summer Events Schedule & New Events
9. City of Neenah Updates
 - Ongoing: Site 7 Update, 2040 Comp Plan, Update on automated license plate readers, Participants Needed for Get Out of Work Games and Lighted Parade
10. Announcements and future agenda items
 - Next board meeting May 16

DATES TO REMEMBER:

- Ultimate Ladies Day: April 22 with Gift Certificate Rewards
- Network Neenah -- @ Keller Plaza: May 1

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.”

Minutes of Neenah Central City Business Improvement District Board
February 28, 2017 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Tina Palmer, Jane Lang, Umer Sheikh, John Skyrms, Grant Birtch, Brian Gajewski, Bob Gillespie and Keith Peters. Also present: Office Manager Samantha Jefferson, Mayor Dean Kaufert, Ald. Kathie Boyette and FNI Executive Director Amy Barker.

Approval of Minutes: MSC Birtch/Gillespie, the BID board to approve the minutes of the January 24, 2016 meeting that will include the change of the noted "\$1,500 that was transferred between accounts" to \$15,000. Motion carried.

Public Appearances:

- None.

Financials:

- Bills for Approval: MSC Gillespie/Skyrms, the BID Board to approve January 2017 bills in the amount of \$2,046.53 and closeout 2016 bills in the amount of \$3,608.01. Motion carried.
- Budget Status Report
Director Barker explained that two bill packets will again be brought to committee in March simply because of outstanding bills from 2016. The carryover amount of \$8,867.59 was very close to what was budgeted for carryover.

There remains \$3,200 in the fund for snow removal. This will carry into the winter of 2017.

Members asked for clarification of the credit card fee – this fee is annual.

- Audit Call with John Rader, Baker Tilly
Before the call, the board and Director Barker discussed the current procedures that are in place for BID bills to be paid. FNI pays the BID bills using their own dollars. At each BID meeting, the amount from the bills are voted upon and FNI is reimbursed from the BID dollars that are held by the city. In addition to these funds, the BID also has two checking accounts.

Board members had concerns about wording in the audit report. Specifically the portions "We consider the following deficiency in the district's internal control or be a material weakness..."

John Rader, Baker Tilly, called in to explain the 2015 audit report to the board. To begin, he explained the accounts. The total cash assets for the three BID accounts was \$49,543. This showed a \$9,486 positive change in position as compared to 2014. The current liabilities column (\$8,086) is the amount that will be paid to FNI for bills paid.

He explained that there were no non-compliance issues that were found. It was clarified, however, that this was not an audit on controls but on the financial statements. Member Birtch drew attention to the eight adjustments that were alluded to. Mr. Rader explained that because of the situation with the three accounts, these were not payables but an effort to balance the three accounts.

The board asked that for future audits, it be more specifically stated that processes and controls, specifically in reference to the management by FNI, are functioning well and are in compliance.

Member Birtch also suggested that this item be put back on the agenda if needed as members did not have a chance to review the information before the meeting.

At the conclusion of the conference call, the board discussed the continuing concern about the cost of the audit. The charge was double as compared to the year before. This cost was charged to the BID by the City. State statutes require that the BID be audited under the same audit as the City. Director Barker reported that Finance Director Mike Easker charged this amount due to an additional cost that Baker Tilly incurred through examining the BID financial process. However, the total audit cost for the city decreased. This brought up concern with Director Barker and Marc Synder as BID financial processes have not changed.

Director Barker was also asked by the board to address the \$23,659 listed in the report as collections not yet turned over to BID by city.

MSC Birtch/Sheikh, the BID Board to accept and approve the 2015 audit completed by Baker Tilly which showed full compliance with Wisconsin State Statutes Section 66.1109. Motion carried.

Executive Committee Report:

- Welcome new BID Board Member, Brian Gajewski
Brian Gajewski will be taking the hospitality seat on the BID board. He is the owner of Subway in Downtown Neenah.

Recruitment and Retention:

- No meeting, No Report

The Memorial Florist space will be filled by a new store – Sweet Tea and Grace. It will consist of some retail and consignment booths. The owner also plans to hold workshops in the basement space. Memorial Florist left due to their consolidation of retail business and will be focusing more on the commercial side of their business.

Public Relations and Marketing:

- Update from February 9 meeting
The gift certificate sale was a huge success. A significant number of participants who purchased a gift certificate had never done so before.

The Warm Your Heart event was sold out. The 225 cap will not increase as that is the capacity that businesses can handle. Several participants reported that they went to two or more businesses that they had never before visited.

Mary Rhode, Marketing and Communications Manager for the Fox Cities Visitors Bureau, gave a small talk at the meeting. Tourism is the fourth leading industry in the state of Wisconsin.

Ultimate Ladies Day is scheduled for April 22. Red Door Mercantile will be giving the table gift and the Tailored Hide will be participating in the fashion show this year.

Network Neenah has two events coming up: March 7 at Ridgeway and May 1 at Keller Plaza.

Maintenance Committee Report:

- Next meeting March 8, 2017

Member Birtch reported that it was explained by Director Chris Haese at the CDA meeting that the garbage corrals will remain on the Gateway Building property. Also, Boldt will be adding a man door to the corral.

- Spring Bulb Recycling Week March 13-17
Member Birtch explained this briefly to new members. The BID partners with Alta for the event.

Future Neenah:

- Network Neenah – March 7 at Ridgeway and May 1 at Keller Plaza
- Navigate Neenah-Menasha Trestle Project update – 97% completed for fundraising. Project will be out to bid and bids will be opened March 14. Construction is expected to begin in April or May 2017.

Streetball has been sold to Wisconsin Crusaders and it will again take place in Downtown Neenah for 2017 in a two-day event.

Future Neenah will be unveiling new events this year and next. Farm to table events and a Bike to Boogie event are planned. Wednesday concerts will be each Wednesday in the summer. Another large, specific-to-Neenah event will occur in 2018.

The next BID meeting will be the annual meeting.

City of Neenah:

- The Gateway development is on schedule. The garbage corrals will remain on the Gateway property.
- The Parking Task Force is meeting on March 1, 2017 to finalize sign design and a communication plan. Member Gillespie brought up the trouble some businesses are having with finding parking for special events. Office Manager Jefferson will discuss this with Director Haese and Traffic Engineer Merten.
- The acquisitions in the area of the Gateway Building are still going well. Three more homes will be demolished which will allow most of the parking that was agreed upon to be adjacent to the development site. The developer has agreed that additional parking needed may be assigned to the Millview Lot.

Announcements and Future Agenda Items:

- Next Board meeting is March 21, 2017.

Adjournment: The Board adjourned at 9:30 a.m.

MSC Skyrms/Birtch to adjourn. Motion carried.

Respectfully submitted,

Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2017 Budget Status Report
as of 02-28-2017

	<u>ACTUAL February 2017</u>	<u>ACTUAL YTD Total 2017</u>	<u>2017 BUDGET</u>	<u>Remaining Balance</u>
Beginning Balance		\$ 8,866.69	\$ 9,298.00	\$ (431.31)
INCOME				
BID assessment	\$ -	\$ -	\$ 130,379.00	\$ (130,379.00)
Total Income	\$ -	\$ 8,866.69	\$ 139,677.00	\$ (130,810.31)
CENTRALIZED MANAGEMENT	172.77	172.77	61,305.00	61,132.23
PUBLIC RELATIONS	25.00	25.00	21,335.00	21,310.00
RETENTION and RECRUITMENT	-	-	17,500.00	17,500.00
MAINTENANCE	1,848.76	1,848.76	33,302.00	31,453.24
TRANSFER TO SAVINGS			-	
Total Expenses	\$ 2,046.53	\$ 2,046.53	\$ 133,442.00	\$ 131,395.47
Remaining Funds Available		\$ 6,820.16		
CENTRALIZED MANAGEMENT				
Auto Allowance	-	-	15.00	15.00
Postage	-	-	60.00	60.00
Conferences and Meetings	144.00	144.00	225.00	81.00
Auditing	-	-	3,200.00	3,200.00
Banking Fees	-	-	180.00	180.00
Professional	-	-	57,500.00	57,500.00
Office Supplies	28.77	28.77	125.00	96.23
Total - Centralized Management	\$ 172.77	\$ 172.77	61,305.00	\$ 61,132.23
PUBLIC RELATIONS				
Outside Printing	-	-	800.00	800.00
Advertising & Publications	-	-	3,750.00	3,750.00
Promotional Activites and Events	-	-	4,500.00	4,500.00
Outside Services	-	-	225.00	225.00
Secret Shopper	15.00	15.00	60.00	45.00
Gift Certificates	10.00	10.00	8,500.00	8,490.00
Brand Implementation	-	-	3,500.00	3,500.00
Total Public Relations	\$ 25.00	25.00	\$ 21,335.00	\$ 21,310.00
RETENTION and RECRUITMENT				
Misc. Expenditures	-	-	\$ 2,000.00	2,000.00
Awning / Sign Grant	-	\$ -	\$ 3,000.00	\$ 3,000.00
Recruitment Tools and Workshops	-	-	\$ -	\$ -
Retention Grant Program	-	-	\$ 12,500.00	\$ 12,500.00
Update Market Analysis	-	-	\$ -	\$ -
Ambassador Visits	-	-	-	-
Total Retention and Recruitment	\$ -	\$ -	\$ 17,500.00	\$ 17,500.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2017 Budget Status Report
as of 02-28-2017

	ACTUAL February 2017	ACTUAL YTD Total 2017	2017 BUDGET	Remaining Balance
MAINTENANCE				
Banners	-	-	3,000.00	3,000.00
Maint.of Equip / Snow Removal	1,233.85	1,233.85	4,000.00	2,766.15
Misc. Insurance	-	-	220.00	220.00
Waste Removal/Recycle	502.41	502.41	6,300.00	5,797.59
Tree Lights & Holiday Décor	-	-	750.00	750.00
All Other Supplies	-	-	700.00	700.00
Storage Rental	112.50	112.50	720.00	607.50
Flower Beds	-	-	14,212.00	14,212.00
Paint and Stain Monument & Tables	-	-	3,400.00	3,400.00
Total Maintenance Task Force	\$ 1,848.76	\$ 1,848.76	\$ 33,302.00	\$ 31,453.24
Transfer to Savings for Sign		-		
Total Expenses	\$ 2,046.53	\$ 2,046.53	\$ 133,442.00	\$ 131,395.47
Capital Reserve Fund	\$ -	19,948.19	\$ 19,950.00	
Interest Earnings	-	-	20.00	
Savings - Signage	-	15,000.00	22,000.00	
Maintenance Savings *	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 38,148.19	\$ 38,148.19	\$ 45,170.00	