

## AGENDA



Neenah Central City Business Improvement District Board  
Tuesday, February 19, 2019 \*\* 8:00 A.M.  
City Hall Hauser Room



1. (ACTION) Approve minutes of January 15, 2019 meeting.
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Financials (10 min)
  - (ACTION) Bills for Approval
  - Budget Status Report
  - Audit vs Review Update
4. Executive Committee (10 min)
  - Joe Ziemba, J. Anthony Jewelers, Board Nomination
  - Welcome New Board Member, Leeann Wasinger; The Tailored Hide & The Gift Gallery
5. Recruitment and Retention Committee (5 min)  
No meeting No report
  - (ACTION) Sign Grant for Approval (121 W WI)
6. Public Relations and Marketing Committee (10 min)
  - Feb 14 Meeting Update
7. Maintenance Committee Report
  - No meeting No report
  - Next Meeting March 13
8. In the spirit of Valentine's Day, what do you love about Downtown Neenah? (10 min)
9. Future Neenah Updates (5 min)
10. City of Neenah Updates (10 min)
  - Downtown WIFI project – Joe Wenninger
11. Announcements and future agenda items
  - Next Meeting – 'Annual Meeting' (with beer & snacks) at Lion's Tail in March. Date TBA

**Dates To Remember:**  
Ultimate Ladies Day  
& Gift Certificate  
Rewards  
April 13, 2019

**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**  
**January 15, 2019 – 8:00 am**  
**City Hall – Hauser Room**

**PRESENT:** Board Members: Jane Lang, Alex Noskowiak, Brian Gajewski, Michelle Bauer, George Brownell, Bob Gillespie, and Grant Birtch. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

**Approval of Minutes:** MSC Gillespie/Noskowiak, the BID board to approve the minutes of the November 20th, 2018 meeting with the following corrections:

- Member Birtch's name is spelled incorrectly in the section "Audit Report from Finance & Baker Tilly & Director Easker." This will be corrected.

**Public Appearances:** None.

**Financials:**

- Bills for Approval: **MSC Birtch/Gajewski, the BID Board to approve bills in the amount of \$5,579.68. Motion carried.**
- **Budget Status Report:** The cost for the I-41 sign is not yet reflected in the budget (\$15,478.75). The cost is below budget and this line item will continue to fund electrical box wraps, other signage, etc.

December invoices are still coming in – a final 2018 budget summary will be available at the end of January. That summary will list carryover amounts from 2018-2019. The New Year's Eve snowfall removal invoice has not yet been received nor reflected in the budget.

- **2018 Audit or Review:** The fee for a full audit is \$3,400 versus \$2,500-\$2,800 for a review. Finance Director Easker expressed in a letter to the BID Board that he finds a review acceptable. The consensus of the BID Board members is to complete a full audit every three years. **MSC Gajewski/Noskowiak, the BID Board to commission a review of the BID financials with a full audit being completed every third year. Motion carried.**

**Executive Committee Report:**

- **Leann Wasinger, Tailored Hide & Gift Gallery, Board Nomination:** Leann Wasinger, Tailored Hide & Gift Gallery, has agreed to join the BID Board. She will be sworn in by Mayoral appointment on January 16<sup>th</sup>.
- **One remaining seat open:** Director Hessel has asked another individual and is waiting to hear back from them.
- **2019 Calendar – Choose Co-Op Meeting Month & Annual Meeting Date:** The Annual Meeting is usually held during the first quarter. The last two years, it has been held in the evening and drinks and wings have been served. The Board decided to continue with that theme. Assistant Director Hanneman will look for a date in March.

The Co-Op meeting (the City of Neenah, BID Board and Future Neenah Board) is usually held in the fall but BID members agreed that holding it in the spring would be more appropriate this year. It will take the place of the May 21<sup>st</sup> BID Board meeting.

**Recruitment and Retention:**

- No meeting, no report.

**Public Relations and Marketing:**

- Luminary Pop Up Recap: the Luminary Pop Up night was a huge hit. The Downtown was full and good feedback has been received. The committee is considering holding the event a week later in 2019 and at a later time in the night.

- A Very Neenah Christmas was successful although attendance numbers were down due to the weather. The new traffic pattern worked perfectly.
- Small business Saturday saw a lot of foot traffic in the Downtown.
- Warm Your Heart – February 9, 2019
- Ultimate Ladies Day – April 13, 2019
- During “Countdown to Christmas” 23 prizes were given away worth over \$5,500.
- The Annual Pow-Wow will be held the weekend before the Fox Cities Marathon in mid-September.
- More gift certificates were sold in 2018 than in any other year since the program began. \$49,000 was infused into the district. Member Gillespie asked if data showing where the gift certificates were used is available. It will be brought to the next meeting. The cost for the BID for the gift certificates, swipe fees, etc. was \$11,382.
- There is a 2-page Downtown Neenah spread in the 2019 FCCVB Visitor’s Guide.
- The committee approved a request for \$50 to support “Spring Fibre Frolic.”
- Box wraps are being designed for the boxes at Church Street and Wisconsin Avenue. Member Lang will send out pictures to the Board members.
- **MSC Birtch/Gajewski, the BID Board to approve a quarter page advertisement in Future Neenah Magazine for \$230. Motion passed.**

**Maintenance Committee Report:**

- No meeting, no report
- Next Meeting March 13
- John Skyrms sent an email to Member Sheikh and Member Birtch regarding garbage in and around the corral behind the Marketplace. The two wooden trash cans will be removed this week to allow for a trial period to determine if the problems of overflowing trash will be taken care of. Member Birtch disagrees with this approach and would rather just have the trash cans taken out more often. Director Hessel is continuing to look for the right fit for the position. There have been discussions about combining the role with another to create a more full-time role depending on business needs in the Downtown. Member Gillespie suggested a look at the job description may prove valuable in changing parts of the job making it difficult to find an employee that would fit.

**What’s Your 2019 Downtown Neenah New Year’s Resolution?**

- Assistant Director Hanneman asked each member to discuss their Downtown Neenah New Year’s Resolution.

**Future Neenah:**

- **Feb 5 Network Neenah at Barrel 41 Sponsored by Stellar Blue**

**City of Neenah:**

- Downtown Development Update: A Letter of Intent was signed with a developer that will potentially develop a multi-family housing unit on Site 6 (currently Ascension parking lot). A development agreement will be drafted in the next few months. The Letter of Intent will allow the developer to perform due diligence on the site. The developer plans a 60-70 unit, market-rate apartment building. No commercial space is planned at this time.
- Budget for parking ramp design is planned for 2019 and construction budget will be seen in 2020.

**Announcements and Future Agenda Items:**

- The next BID meeting is scheduled for February 19, 2019.

**Adjournment:** The Board adjourned at 9:00 a.m.

**MSC Birtch/Bauer to adjourn. Motion carried.**

Respectfully submitted,

January 15, 2019  
BID Meeting Minutes

A handwritten signature in black ink, appearing to read "Samantha Jefferson", with a long horizontal flourish extending to the right.

Samantha Jefferson  
Office Manager, Community Development

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**

**2018 Budget Status Report**

as of 12-31-2018

	Jan-19 ACTUAL Final 2018	ACTUAL YTD Total 2018	2018 BUDGET	Budget - Actual
<b>Beginning Balance</b>		\$ 11,977.50	\$ 1,561.00	11,977.50
<b>INCOME</b>				
<b>BID assessment</b>	\$ -	\$ 136,528.89	\$ 136,529.00	0.11
<b>Total Income</b>	\$ -	\$ 148,506.39	\$ 138,090.00	
<b>CENTRALIZED MANAGEMENT</b>	158.01	64,336.59	64,635.00	298.41
<b>PUBLIC RELATIONS</b>	1,728.14	21,879.70	21,725.00	(154.70)
<b>RETENTION and RECRUITMENT</b>	3,304.74	18,596.42	17,500.00	(1,096.42)
<b>MAINTENANCE</b>	860.20	28,174.87	32,727.00	4,552.13
<b>TRANSFER TO SAVINGS</b>		1,500.00		
<b>Total Expenses</b>	<u>\$ 6,051.09</u>	<u>\$ 134,487.58</u>	<u>\$ 136,587.00</u>	<u>\$ 3,599.42</u>

**Remaining Funds Available** **\$ 14,018.81**

**CENTRALIZED MANAGEMENT**

Auto Allowance	103.01	174.70	15.00	(159.70)
Postage	-	-	55.00	55.00
Conferences and Meetings	55.00	560.30	805.00	244.70
Auditing	-	3,400.00	3,300.00	(100.00)
Banking Fees	-	180.00	180.00	-
Professional	-	60,000.00	60,000.00	-
Office Supplies	-	21.59	280.00	258.41
<b>Total - Centralized Management</b>	<u>\$ 158.01</u>	<u>\$ 64,336.59</u>	<u>64,635.00</u>	<u>\$ 298.41</u>

**PUBLIC RELATIONS**

Outside Printing	475.00	475.00	750.00	275.00
Advertising & Publications	-	3,142.62	5,500.00	2,357.38
Promotional Activities and Events	895.14	6,641.77	5,100.00	(1,541.77)
Outside Services	-	253.00	225.00	(28.00)
Secret Shopper	-	115.00	75.00	(40.00)
Gift Certificates	358.00	11,132.41	9,075.00	(2,057.41)
Brand Implementation	-	119.90	1,000.00	880.10
<b>Total Public Relations</b>	<u>\$ 1,728.14</u>	<u>21,879.70</u>	<u>\$ 21,725.00</u>	<u>\$ (154.70)</u>

**RETENTION and RECRUITMENT**

Misc. Expenditures	-	268.95	\$ 500.00	\$ 231.05
Awning / Sign Grant	971.41	\$ 3,118.47	\$ 2,000.00	\$ (1,118.47)
Retention Grant Program	2,333.33	15,209.00	\$ 15,000.00	\$ (209.00)
<b>Total Retention and Recruitment</b>	<u>\$ 3,304.74</u>	<u>\$ 18,596.42</u>	<u>\$ 17,500.00</u>	<u>\$ (1,096.42)</u>

**MAINTENANCE**

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**

**2018 Budget Status Report**

as of 12-31-2018

	<b>Jan-19 ACTUAL Final 2018</b>	<b>ACTUAL YTD Total 2018</b>	<b>2018 BUDGET</b>	<b>Budget - Actual</b>
Banners	-	2,708.04	3,250.00	541.96
Maint.of Equip / Snow Removal	-	1,894.99	4,000.00	2,105.01
Misc. Insurance	-	-	220.00	220.00
Waste Removal/Recycle	522.00	6,156.41	6,500.00	343.59
Tree Lights & Holiday Décor	135.01	606.93	800.00	193.07
All Other Supplies	203.19	1,966.50	575.00	(1,391.50)
Storage Rental	-	630.00	720.00	90.00
Flower Beds	-	14,212.00	14,212.00	-
Paint and Stain Monument & Tables	-	-	2,450.00	2,450.00
<b>Total Maintenance Task Force</b>	<b>\$ 860.20</b>	<b>\$ 28,174.87</b>	<b>\$ 32,727.00</b>	<b>\$ 4,552.13</b>
<b>Transfer to Savings for Sign</b>		-		
<b>Total Expenses</b>	<b>\$ 6,051.09</b>	<b>\$ 132,987.58</b>	<b>\$ 136,587.00</b>	<b>\$ 3,599.42</b>
Capital Reserve Fund	\$ -	19,991.15	\$ 19,970.00	
Interest Earnings	-	46.23	50.00	
Savings - Signage	-	23,500.00	22,000.00	
Maintenance Savings *	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ -	\$ 46,737.38	\$ 45,220.00	

Carry Over 2017 into 2018:

Anticipated Carry Over: \$1,561 (projected in October)

Actual Carry Over: \$11,977.50

2017 expenses to be paid in 2018:

Gift Certificate Credit Card Processing Fees = \$349.34

Ret & Recr Grants for 121 and 123 W. WI Avenue = \$7,500

Cheveux Sign Grant = \$500

Snow Removal = \$130

Van's Dec. Bill = \$537.41

Holiday Décor = \$307.95

Total = \$9,324.70

Variance between actual and anticipated carry over = \$1,091.80