

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, April 16, 2019 ** 8:00 – 9:15 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of February 19, 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
 - 2018 Review in Process
4. Executive Committee (10 min)
 - Year in Review Slide Show from Annual Meeting
 - Prep for Co-Op Partner Meeting
5. Recruitment and Retention Committee (10 min)
 - March 14 Joint Committees Meeting Update
 - (ACTION) Sandwich Board Grant for Approval (Fibre)
 - (ACTION) Sign Grant for Approval (Love & Caramel)
 - (ACTION) Signage Expenditure – Gateway & Downtown
6. Public Relations and Marketing Committee (10 min)
 - April 11 Meeting Update
 - Ladies Day Wrap Up
 - (ACTION) 2019 Market Partnership
7. Maintenance Committee Report (10 min)
 - March 13 Meeting Update
8. Know your neighbor. Tell us about a new product you're offering or a unique/different service you offer that others may not know about. (5 min)
9. Future Neenah Updates (5 min)
10. City of Neenah Updates (15 min)
 - Comprehensive Plan – Brad Schmidt
11. Announcements and future agenda items
 - Next Meeting – Co-Op Partners Work Plan Meeting May 21

<p style="text-align: center;"><u>Dates To Remember:</u> Co-Op Partners Meeting May 21, 2019 Volunteer Clean Up Day June 3, 2019 Gift Certificate Sale June 15, 2019</p>

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 19, 2019 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Alex Noskowiak, Brian Gajewski, Sandy White, Leeann Wasinger, Michelle Bauer, Bob Gillespie, and Grant Birtch. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Director Joe Wenninger (City of Neenah Information Systems), Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Birtch/Bauer, the BID board to approve the minutes of the January 15, 2019 meeting. Motion carried.

Public Appearances: None.

Financials:

- Bills for Approval: **MSC Birtch/Noskowiak, the BID Board to approve bills in the amount of \$19,246.16. Motion carried.**
- **Budget Status Report:** Sara communicated that Future Neenah's accountant believes that this budget report clears up most of 2018 (there may be a few bills still to be paid). Members asked about grants that have not been paid out yet although approved. One grant, in particular, was awarded in 2017 and has yet to be paid out. Establishing a set amount of time that awarded grant money must be claimed will be discussed.
- **Audit vs Review Update:** It was established at the last meeting that the BID Board would complete a full Audit every third year and Reviews for the remaining years. Sara spoke with John Rader from Baker Tilly who agreed that this would be logical way to approach the financials however, an additional cost may be incurred due to the testing that would be needed to establish the validity of the beginning balances in the audit years. Sara will speak to John regarding these costs. A review will be completed for 2018 financials.

Executive Committee Report:

- **Joe Ziemba, J. Anthony Jewelers, Board Nomination:** Joe Ziemba has expressed interest in joining the BID Board. He owns the J. Anthony Jewelers and Waveforms Pilates properties.
- **Welcome Leeann Wasinger, The Tailored Hide & The Gift Gallery:** Leeann Wasinger, Tailored Hide & Gift Gallery, was sworn in at Council as a member of the BID Board on January 16th, 2019. She has been a business owner in the City for over 30 years and has recently moved to the Downtown area. She is also a member of the Maintenance Committee.

Recruitment and Retention:

- **No meeting, no report.**
- **(Action) Sign Grant for Approval (121 W. Wisconsin):** Tricia Novak, the owner of the new Downtown store, Tricia's Treasures (121 W. Wisconsin), has applied for a sign grant for the full amount of \$500. **MSC Gajewski/White, the BID Board to approve the application for a sign grant for 121 W. Wisconsin Avenue (Trisha's Treasures). Motion carried.**

Public Relations and Marketing:

- **February 14 meeting update:**
 - Warm Your Heart: 255 mugs were ordered and all were sold out. Committee members are considering purchasing 275 for next year. Twenty-six businesses participated and several hundred donations for Pillars, Inc. were collected. Member Wasinger brought up that she heard many complaints from participants that businesses ran out of food. Member Bauer said this was noticed and the committee will continue to discuss how to deal with this for next year.

Mayor Kaufert mentioned that Gold Cross Ambulance showed up to the event twice and two people were taken to the hospital due to falls on the ice/snow. He was disappointed to see that some businesses did not remove those hazards.

- Ultimate Ladies Day: This event will be April 13th. Member White is creating the gift bags and 274 spaces will be sold.
- January Gift Certificate Sale: The number of gift certificates sold was lower than this time last year but the temperature outside was extremely cold. Nine people did purchase gift certificates that had never been to the Downtown before.
- March 14th PR & Marketing/Retention and Recruitment Joint Meeting: At this meeting, directional signage, kiosks, and recruitment packages will be discussed.

Maintenance Committee Report:

- No meeting, no report
- Next Meeting March 13
- Member Birtch discussed the snow removal in the Downtown and how efficient and thorough it has been. He thanked the Public Works Department.

In the Spirit of Valentine's Day, what do you love about Downtown Neenah? Assistant Director Hanneman asked each member to share what they love about the Downtown.

Future Neenah: Nikki is continuing to work on finding a maintenance employee for Future Neenah. She is pursuing an arrangement with Pfefferle in which they would employ this person part-time and Future Neenah would employ them part-time to create a more desirable position.

Public Works has mentioned to Future Neenah that some of the snowflake lights will need repaired. Mayor Kaufert did receive an email from a citizen of Neenah saying that they felt some of the Downtown seasonal decorations needed to be replaced.

City of Neenah:

- Joe Wenninger, Director of Information Systems, attended to give an update on the public WIFI project for the Downtown. Currently, they are working with an engineering consultant to confirm access points and work on other issues. They plan to have the project completed by the end of April, 2019.
- Deputy Director Schmidt indicated that he would like to present to the BID Board the findings of the Comprehensive Plan and how it relates to Downtown Neenah, the BID and FNI.

Announcements and Future Agenda Items:

- The annual meeting will be in March at Lions Tail Brewery. Dates are still being discussed.

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

MSC Bauer/ Noscowiak to adjourn. Motion carried.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2019 Budget Status Report
as of February 28, 2019

	Balance as of 1/1/2019	ACTUAL February 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
Beginning Balance	\$ 14,018.81		\$ 14,018.81	\$ 7,956.00	14,018.81
INCOME					
BID assessment		\$ 136,694.09	\$ 136,694.09	\$ 136,529.00	(165.09)
Total Income		\$ 136,694.09	\$ 150,712.90	\$ 144,485.00	
CENTRALIZED MANAGEMENT		-	-	64,520.00	64,520.00
PUBLIC RELATIONS		880.00	880.00	23,790.00	22,910.00
RETENTION and RECRUITMENT		498.75	498.75	20,125.00	19,626.25
MAINTENANCE		1,937.25	1,937.25	34,965.00	33,027.75
TRANSFER TO SAVINGS			-		
Total Expenses		<u>\$ 3,316.00</u>	<u>\$ 3,316.00</u>	<u>\$ 143,400.00</u>	<u>\$ 140,084.00</u>
Remaining Funds Available			\$ 147,396.90		
CENTRALIZED MANAGEMENT					
Auto Allowance		-	-	50.00	50.00
Postage		-	-	40.00	40.00
Conferences and Meetings		-	-	550.00	550.00
Auditing		-	-	3,400.00	3,400.00
Banking Fees		-	-	240.00	240.00
Professional		-	-	60,000.00	60,000.00
Office Supplies		-	-	240.00	240.00
Total - Centralized Management		\$ -	\$ -	64,520.00	\$ 64,520.00
PUBLIC RELATIONS					
Outside Printing		-	-	1,100.00	1,100.00
Advertising & Publications		50.00	50.00	3,375.00	3,325.00
Promotional Activities and Events		-	-	6,000.00	6,000.00
Outside Services		-	-	2,475.00	2,475.00
Secret Shopper		20.00	20.00	115.00	95.00
Gift Certificates		810.00	810.00	10,475.00	9,665.00
Brand Implementation		-	-	250.00	250.00
Total Public Relations		\$ 880.00	880.00	\$ 23,790.00	\$ 22,910.00
RETENTION and RECRUITMENT					
Misc. Expenditures		-	-	\$ 3,200.00	3,200.00
Awning / Sign Grant		498.75	\$ 498.75	\$ 3,500.00	\$ 3,001.25
Recruitment Tools		-	-	\$ 5,000.00	\$ 5,000.00
Retention Grant Program		-	-	\$ 8,425.00	\$ 8,425.00
Total Retention and Recruitment		\$ 498.75	\$ 498.75	\$ 20,125.00	\$ 19,626.25

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2019 Budget Status Report
as of February 28, 2019

	Balance as of 1/1/2019	ACTUAL February 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	-	2,750.00	2,750.00
Maint.of Equip / Snow Removal		536.25	536.25	3,250.00	2,713.75
Misc. Insurance		-	-	-	-
Waste Removal/Recycle		1,131.00	1,131.00	6,800.00	5,669.00
Tree Lights & Holiday Décor		-	-	800.00	800.00
All Other Supplies		-	-	755.00	755.00
Storage Rental		270.00	270.00	720.00	450.00
Flower Beds		-	-	16,490.00	16,490.00
Paint and Stain Monument & Tables		-	-	3,400.00	3,400.00
Total Maintenance Task Force		\$ 1,937.25	\$ 1,937.25	\$ 34,965.00	\$ 33,027.75
Transfer to Savings for Sign			-	\$ 1,250.00	
Total Expenses		\$ 3,316.00	\$ 3,316.00	\$ 144,650.00	\$ 140,084.00
Capital Reserve Fund	20037.38	\$ -	20,037.38	\$ 20,037.15	
Interest Earnings		-	18.90	50.00	
Savings - Signage	23500	(15,458.75)	8,041.25	24,750.00	
Maintenance Savings *	3200	-	3,200.00	3,200.00	
Reserve Fund Balance	46737.38	\$ 31,278.63	\$ 31,297.53	\$ 48,037.15	