

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, August 20, 2019 ** 8:00 – 9:00 A.M.
City Hall Hauser Room



1. (ACTION) Approve minutes of July 16, 2019 meeting
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Financials (5 min)
 - (ACTION) Bills for Approval
 - Budget Status Report
4. Executive Committee (10 min)
 - No Meeting, No Report
 - Fall Exec. Committee Meeting – Schedule for September
 - Property Updates
5. Recruitment and Retention Committee (5 min)
 - No Meeting / No Report
6. Public Relations and Marketing Committee (10 min)
 - Report from August 8 meeting
7. Maintenance Committee Report (5 min)
 - No Meeting / No Report
 - Next meeting is Sept. 11
 - Bulb Recycling Week Sept. 9-13
8. Round Table (5 min)
 - An open forum to share any information pertinent to the downtown and the community.
9. Future Neenah Updates (5 min)
 - Neenah Artworks Uncovered
 - Log Your Loops
10. City of Neenah Updates (5 min)
 - Transit Study
11. Announcements and future agenda items
 - Next Meeting – September 17

Dates To Remember:

Downtown
Employee
Appreciation Day
Sept 12, 2019

Historical Society
Pow Wow
September 21, 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
July 16, 2019 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Alex Noskowiak, Michelle, Bauer, Bob Gillespie, Sandy White, Umer Sheikh, Jane Lang, George Brownell, Joe Ziembra, and Grant Birtch. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Adam Franke (City of Neenah Community Development), Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Birtch/Ziembra, the BID board to approve the minutes of the April 16, 2019 meeting. Motion carried.

Public Appearances: Deputy Director Schmidt introduced Community Development Intern Adam Franke. He has been instrumental in 3D modeling for different projects and is working on the South Commercial Street Plan.

Financials:

- **Bills for Approval:** MSC Ziembra/Bauer, the BID Board to approve bills in the amount of \$35,331.15. Motion carried.
- **Budget Status Report:** The amount for bills is higher this month due to the board not meeting since April. The cost of wrapping the electrical boxes (\$1,060) was budgeted and approved.
- **Copies of 2018 Review Available:** Assistant Executive Director Hanneman provided copies of the BID's financial review. Per state statute, full audits are no longer required for a BID of this size so only a review was performed in 2018. This saved approximately \$1,000. The BID is in compliance.

Executive Committee Report:

- **Approve notes from May 21 co-op partners work plan meeting:** Two sets of minutes were taken at the co-op meeting – minutes by the moderator and minutes by the City of Neenah. Member Brownell asked if meetings should start being scheduled for the items that were addressed. Member Gillespie suggested that each committee discuss the items that would be most applicable to their group at their next scheduled meetings. Assistant Executive Director Hanneman explained that a meeting had already occurred to discuss the automated trash cans – the BID will be purchasing four and will be utilizing CDBG funds to receive four more. The others will be budgeted for and purchased next year. The location of the eight new cans will be prioritized by location and use.

Member Birtch would like to hold a meeting with Memorial Florist and the City Forester to determine what may be best for the flower beds. Member Sheikh remembered that the City Forester said it would be up to the BID to determine what should be planted there – he had no concern. Member Birtch would like to pull in all of the experts to determine the best solution. Memorial is doing what they suggest (not fully as cost was prohibitive) would be best for the areas at this time. Executive Director Hessel suggested that a few options be sent to the City Forester for his opinion.

Member Ziembra asked when Valley Transit would be finished with their review of routes and stations. Deputy Director Schmidt will speak to the representative in our office and bring information to the BID next month.

MSC Bauer/White, the BID Board to approve notes from May 21 co-op partners work plan meeting. Motion carried.

- **Property updates:** The Keller Plaza building is completely leased. Windows are in at the Chase building and the space can be leased. The parking lot will be repaved and reconfigured this summer and, if contractors can be found, the curbing work will be completed.

Recruitment and Retention:

- **No Meeting / No Report**
- **(Action) Sandwich Board Grant for Approval (127 W. Wisconsin):** The owner of Thomas A. Lyons Fine Books (127 W. Wisconsin), has applied for a sandwich board grant for the amount of \$100. The full cost of the sign is \$165. Member Gillespie questioned if the BID should be paying for more than half of the sign – he will discuss at the committee meeting.
MSC Lang/Brownell, the BID Board to approve the application for a sandwich board grant for 127 W. Wisconsin Avenue (Thomas A. Lyons Books). Motion carried.

Public Relations and Marketing:

- **Next meeting July 18**

Maintenance Committee Report:

- **June 19 Walking Tour Update:** Overall, the walkthrough went very well. Greg Radtke (City of Neenah Public Works Superintendent) attended and took notes on what repairs were needed. The Mayor and Community Development mistakenly did not attend but are willing to do another walkthrough at a later date. Member Birtch pointed out that having Mike (Future Neenah) on staff to help with maintenance issues has made a huge difference. He also asked members that if they see any areas of concern to contact the maintenance committee or Future Neenah.

Sparkle Wash has been cleaning sidewalks and garbage corrals. They will continue in other parts of the downtown next year. Klinger Painting has been putting new paint on details in the downtown. This was commissioned and paid for by the city.

- **Next Meeting September 11**
- **Bulb Recycling Week Sept. 9-13**

Know Your Neighbor: Each member discussed a new product they are offering or a unique/different service you offer that others may not know about.

Future Neenah Updates:

- **Neenah Artworks Uncovered:** Manhole covers will be sponsored and painted by local artists – each for \$1,500.
- **Log Your Loops:** 525 people have signed up to complete 50 loops of the trail from Memorial Day to Labor Day and will receive a t-shirt from Future Neenah.
- **Dates to Remember:**
 - Summer Madness Sale: August 1, 2019
 - Downtown Employee Appreciation Day: September 12, 2019
 - Historical Society Pow Wow: September 21, 2019
 - Farm To Table: August 22, 2019

City of Neenah Updates

- **Downtown Traffic Study Phase II:** Deputy Director Schmidt detailed the Downtown Traffic Study Phase II and its objectives:
 - Examine the traffic flow of the downtown and determining how to re-route pass-through traffic
 - Examine the Torrey Street intersection and determine how best to smooth out the intersection
 - Assess the possibility of a parking ramp on two properties in Downtown Neenah
 - Assess the need for a roundabout on Green Bay Road and Main Street
- **Other items:**
 - The MLF Tournament was a big success. The Double Tree Hotel sold over 518 room nights during the tournament.
 - **Arrowhead Park:** Work is still moving forward on the park but it has been slow due to the costs of the project. There is a proposed pavilion plan with bathrooms and meeting spaces.
 - The Mayor has suggested placing a neon sign on the side of the parking ramp to alert patrons to the free parking.
 - Projects on the Plexus Lawn property are projected to be announced in August.
 - Property assessments should be released in September

- Member Brownell asked if preemptive measures regarding the algae and smell were being taken this year. Mike at Future Neenah and the city have taken measures to prevent the smell.

Announcements and Future Agenda Items:

- **Next Meeting – August 20**

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

MSC Bauer/Brownell to adjourn. Motion carried.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Samantha Jefferson".

Samantha Jefferson
Office Manager, Community Development

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2019 Budget Status Report**

	Balance as of 1/1/2019	ACTUAL July 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	\$ 136,529.00	(165.09)
Total Income		\$ -	\$ 150,712.90	\$ 144,485.00	
CENTRALIZED MANAGEMENT					
		2,829.00	33,197.34	64,520.00	31,322.66
PUBLIC RELATIONS					
		7,390.51	9,446.35	23,790.00	14,343.65
RETENTION and RECRUITMENT					
		1,817.83	4,816.58	20,125.00	15,308.42
MAINTENANCE					
		5,743.81	26,449.21	34,965.00	8,515.79
TRANSFER TO SAVINGS					
			-		
Total Expenses		<u>\$ 17,781.15</u>	<u>\$ 73,909.48</u>	<u>\$ 143,400.00</u>	<u>\$ 69,490.52</u>
Remaining Funds Available			\$ 76,803.42		
CENTRALIZED MANAGEMENT					
Auto Allowance		5.39	163.73	50.00	(113.73)
Postage		-	-	40.00	40.00
Conferences and Meetings		521.61	731.61	550.00	(181.61)
Auditing		2,302.00	2,302.00	3,400.00	1,098.00
Banking Fees		-	-	240.00	240.00
Professional		-	30,000.00	60,000.00	30,000.00
Office Supplies		-	-	240.00	240.00
Total - Centralized Management		\$ 2,829.00	\$ 33,197.34	64,520.00	\$ 31,322.66
PUBLIC RELATIONS					
Outside Printing		-	-	1,100.00	1,100.00
Advertising & Publications		230.00	510.00	3,375.00	2,865.00
Promotional Activities and Events		3,008.49	3,080.49	6,000.00	2,919.51
Outside Services		-	-	2,475.00	2,475.00
Secret Shopper		-	20.00	115.00	95.00
Gift Certificates		4,152.02	5,825.36	10,475.00	4,649.64
Brand Implementation		-	10.50	250.00	239.50
Total Public Relations		\$ 7,390.51	9,446.35	\$ 23,790.00	\$ 14,343.65
RETENTION and RECRUITMENT					
Misc. Expenditures		12.50	12.50	\$ 3,200.00	3,187.50
Awning / Sign Grant		569.95	\$ 1,068.70	\$ 3,500.00	\$ 2,431.30
Recruitment Tools		1,235.38	1,235.38	\$ 5,000.00	\$ 3,764.62
Retention Grant Program		-	2,500.00	\$ 8,425.00	\$ 5,925.00
Total Retention and Recruitment		\$ 1,817.83	\$ 4,816.58	\$ 20,125.00	\$ 15,308.42

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2019 Budget Status Report**

	Balance as of 1/1/2019	ACTUAL July 2019	ACTUAL YTD Total 2019	2019 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	-	2,750.00	2,750.00
Maint.of Equip / Snow Removal		-	1,755.00	3,250.00	1,495.00
Misc. Insurance		-	-	-	-
Waste Removal/Recycle		1,737.00	3,495.00	6,800.00	3,305.00
Tree Lights & Holiday Décor		-	-	800.00	800.00
All Other Supplies		231.81	394.21	755.00	360.79
Storage Rental		-	540.00	720.00	180.00
Flower Beds		-	16,490.00	16,490.00	-
Paint and Stain Monument & Tables		3,775.00	3,775.00	3,400.00	(375.00)
Total Maintenance Task Force		\$ 5,743.81	\$ 26,449.21	\$ 34,965.00	\$ 8,515.79
Transfer to Savings for Sign			-	\$ 1,250.00	
Total Expenses		\$ 17,781.15	\$ 73,909.48	\$ 144,650.00	\$ 69,490.52
Capital Reserve Fund	20037.38	\$ -	20,052.98	\$ 20,037.15	
Interest Earnings		7.80	26.70	50.00	
Savings - Signage	23500	(1,060.00)	6,981.25	24,750.00	
Maintenance Savings *	3200	-	3,200.00	3,200.00	
Reserve Fund Balance	46737.38	\$ 30,245.33	\$ 30,260.93	\$ 48,037.15	

* Note there was no reimbursement activity in May and June 2019