

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, October 20, 2020 ** 8:00 – 9:00 A.M.
City Hall Council Chambers



1. (ACTION) Approve minutes of September 15, 2020 meetings
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 (5 min)
 - Report from Sept Meeting
 - It's BID 2020 operating plan time – your wish list or brainstorm ideas?
5. Maintenance Committee Report
 - No Meeting / No Report
 - Next Meeting is December 9
6. Recruitment and Retention Committee
 - No Meeting / No Report
7. Public Relations and Marketing Committee (10 min)
 - Report from Oct 8 meeting
 - (ACTION) A Very Neenah December Carriage Partnership
8. City of Neenah Updates (5 min)
9. Future Neenah Updates (5 min)
10. Information Sharing (10 min)

Please bring printed information from your business. (Examples: menu, coupon, flier, business card) 13 – one for each board member & staff present. We're using 10 minutes to do some business information sharing with each other, so we know our neighbors.
11. Announcements and future agenda items
 - Next Meeting – November 17
Your attendance is required, we will be approving the 2021 BID Operating Plan!

<p>BID Dates to Remember:</p> <p><u>Pre-Holiday Gift Certificate Rewards:</u> November 6 & 7</p> <p><u>Small Biz Saturday:</u> November 28</p> <p><u>A Very Neenah December:</u> Begins December 4</p> <p><u>Gift With Purchase:</u> December 12</p> <p><u>Luminary Pop-Up & Cookie Crawl:</u> December 17</p>
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**Minutes of Neenah Central City Business Improvement District Board
September 15, 2020 – 8:00 am**

PRESENT: Board Members: Beth Stubing, George Brownell, Michelle Bauer, LeAnn Wasinger, Sandy White, Umer Sheikh, Bob Gillespie and Jane Lang. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Samantha Jefferson (City of Neenah Community Development), Deputy Director Brad Schmidt (City of Neenah Community Development), Mayor Dean Kaufert and members of the public.

Approval of Minutes: The minutes of the July 21, 2020 and August 18, 2020 were approved by unanimous consent.

Public Appearances: None.

Financials:

- **Bills for Approval: MSC Gillespie/Sheikh, the BID Board to approve two bill packets for the amounts of \$2,083.96 and \$33,049.65. Motion passed.**
- **Budget Status Report:** A question was raised about the remaining landscaping costs for the year. Assistant Director Hanneman explained that they still have budget money available for additional weeding but it may not be needed. Member Brownell said that he has heard many positive comments about the hanging flower baskets. Some of the larger amounts seen on the budget status report are \$952 from retention and recruitment funds and an additional \$420 for the audit report process. There is approximately \$10,000 left in the retention grant program/COVID projects fund.

Executive Committee Report:

- **No Meeting/No Report**
- **Fall Exec. Committee Meeting – Schedule for September:** 2021 Budget and officers will be discussed.

Maintenance Committee Report:

- **Fall Bulb Recycle Week: September 14-18**
- **Report from September 9 Meeting:** Future Neenah had a meeting with Bob at Memorial Florists to discuss the flower plantings. Fall decorations will be put up soon. The committee discussed the downtown camera and WIFI project. Director Wenninger will be taking this to the city's Finance Committee and the Common Council in September or October. Deputy Director Schmidt explained that this is a part of a larger city project which also includes running fiber lines. The downtown area has been challenging due to property owners not allowing the new fiber to run along their rooftops. The team is looking for other alternatives.

FNI will be meeting with the snow removal company soon to plan for the coming winter season.

Recruitment and Retention Report:

- **No Meeting / No Report**

Public Relations and Marketing Committee Report:

- **Report from September 10 Meeting:** Ultimate Ladies Day was held on September 12. Members said they heard many positive reviews of the event and that shoppers were happy that Future Neenah was able to hold the event in a safe way.

The Luminary Pop-Up and Cookie Crawl event will be held on December 17th. Cookies will be individually wrapped and other timed-release features will be used to allow for increased safety at the event.

The last farmer's market of the season will be held on October 17th. Small Business Saturday is November 28th and a gift certificate rewards event will be November 6th and 7th.

A display at the Fox River Mall will again feature the downtown. There will be a page featuring the downtown in the Convention and Visitor's Guide. Future Neenah has been putting together welcome

packages for the ThedaCare employees that will begin working in the downtown in the coming months. Many businesses have included coupons for these packages.

A Very Neenah Christmas is being discussed and safety measures are being considered.

City of Neenah Updates:

- Two downtown development projects will be breaking ground in the coming months. A 71-unit apartment building on the corner of Main and Millview will break ground in the fall. A 40-unit multi-use building on the corner of Wisconsin and Church will break ground in the spring.
- The City won the lawsuit that was brought against it by the residents of Lakeshore Avenue. The residents have asked the judge for a reconsideration and plan to appeal. An archeological dig is happening on the street now and the trail will begin being constructed when the dig is over.
- Green Bay Road is under construction and the contractor believes the project will be finished in approximately 45 days.
- The City purchased a large plot of land west of town that will allow for several hundred lots to be available for the construction of new homes.
- There is a new alderman in District 2, Brian Borchardt.
- The Mayor will be forming an Arrowhead Park Group to guide the development of the park.
- The Mayor and Director Haese have been in touch with the downtown businesses and have been assured that employees will be returning to work in the coming months. Budget money for a parking ramp is being considered.
- Money for a downtown plan has been requested for the 2021 budget.
- Deputy Director Schmidt recently received a draft of the South Commercial Street Plan. He hopes to bring that to Plan Commission and to the Council within the next month.
- Construction has begun on Cobblestone Creek Apartments on Winneconne Avenue. Fifty-three units will make up this market-rate complex.

Future Neenah Updates:

- Lawlss Coffee has opened in the Marketplace in downtown Neenah.
- Executive Director Hessel discussed the changes that were made to events this year due to the pandemic and explained that some of these changes may be used in future years.
- The BID Operating Plan will be discussed at future meetings.

Announcements and Future Agenda Items:

- **Next Meeting – October 20**

Adjournment: The Board adjourned at 8:45 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2020 Budget Status Report

As of September 30, 2020

	Balance as of 1/1/2020	ACTUAL September 2020	ACTUAL YTD Total 2020	2020 BUDGET	Budget - Actual
Beginning Balance	\$ 17,273.51		\$ 17,273.51	\$ 14,542.45	17,273.51
INCOME					
BID assessment		\$ -	\$ 143,268.31	\$ 143,268.00	(0.31)
Total Income		\$ -	\$ 160,541.82	\$ 157,810.45	
CENTRALIZED MANAGEMENT		30,003.95	62,862.12	63,970.00	1,107.88
PUBLIC RELATIONS		1,640.70	13,692.18	23,515.00	9,822.82
RETENTION and RECRUITMENT		850.00	3,510.96	18,300.00	14,789.04
MAINTENANCE		555.00	34,723.15	44,915.00	10,191.85
TRANSFER TO SAVINGS			-	7,110.00	
Total Expenses		\$ 33,049.65	\$ 114,788.41	\$ 157,810.00	\$ 35,911.59

Remaining Funds Available **\$ 45,753.40**

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	315.00	315.00
Postage	3.95	3.95	40.00	36.05
Conferences and Meetings	-	229.76	650.00	420.24
Auditing	-	2,600.00	2,600.00	-
Banking Fees	-	-	240.00	240.00
Professional	30,000.00	60,000.00	60,000.00	-
Office Supplies	-	28.41	125.00	96.59
Total - Centralized Management	\$ 30,003.95	\$ 62,862.12	63,970.00	\$ 1,107.88

PUBLIC RELATIONS

Outside Printing	534.00	1,193.00	1,100.00	(93.00)
Advertising & Publications	235.00	705.00	2,800.00	2,095.00
Promotional Activites and Events	557.43	3,737.43	6,275.00	2,537.57
Outside Services	-	318.75	1,000.00	681.25
Secret Shopper	-	-	90.00	90.00
Gift Certificates	289.27	7,382.74	12,000.00	4,617.26

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2020 Budget Status Report

As of September 30, 2020

	Balance as of 1/1/2020	ACTUAL September 2020	ACTUAL YTD Total 2020	2020 BUDGET	Budget - Actual
Brand Implementation		25.00	355.26	250.00	(105.26)
Total Public Relations		\$ 1,640.70	13,692.18	\$ 23,515.00	\$ 9,822.82
RETENTION and RECRUITMENT					
Misc. Expenditures		750.00	2,879.71	\$ 2,300.00	(579.71)
Awning / Sign Grant		100.00	\$ 600.00	\$ 3,500.00	\$ 2,900.00
Recruitment Tools		-	31.25	\$ 2,500.00	\$ 2,468.75
Retention Grant Program		-	-	\$ 10,000.00	\$ 10,000.00
Total Retention and Recruitment		\$ 850.00	\$ 3,510.96	\$ 18,300.00	\$ 14,789.04
MAINTENANCE					
Banners		-	986.68	2,780.00	1,793.32
Maint.of Equip / Snow Removal		-	828.75	3,250.00	2,421.25
Waste Removal/Recycle		555.00	4,440.00	7,250.00	2,810.00
Tree Lights & Holiday Décor		-	-	550.00	550.00
All Other Supplies		-	262.72	725.00	462.28
Storage Rental		-	540.00	720.00	180.00
Flower Beds		-	23,340.00	23,940.00	600.00
Fixtures & Facilities		-	4,325.00	5,700.00	1,375.00
Total Maintenance Task Force		\$ 555.00	\$ 34,723.15	\$ 44,915.00	\$ 10,191.85
Transfer to Savings for Sign			-	\$ 7,110.00	
Total Expenses		\$ 33,049.65	\$ 114,788.41	\$ 157,810.00	\$ 35,911.59
Balance					
Capital Reserve Fund	20,073.15	\$ -	20,073.15	\$ 25,224.28	
Interest Earnings		0.79	4.97	27.00	
Savings - Signage	8,231.25	-	8,231.25	10,191.25	
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 31,504.40	\$ 31,509.37	\$ 31,509.37	\$ 38,642.53	