

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, September 15, 2020 ** 8:00 – 9:00 A.M.
City Hall Council Chambers



1. (ACTION) Approve minutes of July 21 & August 18, 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 x 2
 - Budget Status Report
4. Executive Committee
 - No Meeting / No Report
 - Fall Exec. Committee Meeting – Schedule for September
5. Maintenance Committee Report (5 min)
 - Fall Bulb Recycle Week: September 14-18
 - Report from September 9 meeting
6. Recruitment and Retention Committee
 - No Meeting / No Report
7. Public Relations and Marketing Committee (10 min)
 - Report from Sept 10 meeting
8. City of Neenah Updates (5 min)
9. Future Neenah Updates (10 min)
10. Round Table (10 min)
An open forum to share information you may have that is pertinent to the organization and the downtown.
11. Announcements and future agenda items
 - Next Meeting – October 20

<p><u>BID Dates To Remember:</u></p> <p><u>Pre-Holiday Gift Certificate Rewards:</u> November 6 & 7</p> <p><u>Small Biz Saturday:</u> November 28</p> <p><u>Luminary Pop-Up & Cookie Crawl:</u> December 17</p>

Minutes of Neenah Central City Business Improvement District Board

July 21, 2020 – 8:00 am

Due to the Public Health Emergency caused by the COVID-19 Pandemic, this meeting occurred at a virtual location accessed by conference call on www.zoom.com.

PRESENT: Board Members: Alex Noskowiak, Sandy White, Alex Wenzel, Bob Gillespie, George Brownell, Jane Lang, LeeAnn Wasinger, Joe Ziemba, Michelle Bauer and Umer Sheikh. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Samantha Jefferson (City of Neenah Community Development), Deputy Director Brad Schmidt (City of Neenah Community Development and Amy James (Vision Architecture, LLC).

Approval of Minutes: MSC Sheikh/Ziemba, the BID board to approve the minutes of the June 20, 2020 meeting. Motion carried.

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Gillespie/Bauer, the BID Board to approve bill packets in the amount of \$3,565.59.
- **Budget Status Report:** A budget status report was provided. Assistant Executive Director Hanneman explained some of the costs. The costs included the fees for the audit, June gift certificate sales, replacement red and blue banners, automated trash cans and Sparkle Wash sidewalk cleaning. One thing that was mentioned was that the sign on the corner of Winneconne and Commercial Street (near Dairy Queen) will need to be buffed and shined this year. Costs will be seen on the budget report in the coming months.

Executive Committee Report:

- **No Meeting/No Report:** Assistant Executive Director Hanneman discussed the open seat on the BID Board. The new member would need to represent the office sector. Executive Director Hessel and Assistant Executive Director Hanneman are speaking with a potential member.

Maintenance Committee Report:

- **District Walkthrough June 17th:** The walkthrough was quick and not many issues were found. There have been many positives comments about the hanging flower baskets.
- **Fall Bulb Recycle Week September 14-18**
- **Next meeting is September 9th**
Member Brownell asked if there was an electronic recycling event as well as the bulb event. Assistant Executive Director Hanneman explained that the City does hold an event for electronics. She will make sure that date is on the FNI calendar.

Recruitment and Retention Report:

- **No Meeting / No Report:**
- **(ACTION) Sign Grants:**
Vision Architecture, LLC is asking for a \$500 sign grant for a perpendicular, metal framed sign that will be hung at their location at 121 ½ W. Wisconsin Avenue. Amy James (Vision Architecture, LLC) explained that quotes for the work were hard to find so they submitted two quotes from Fast Signs. She also confirmed with the board and with Deputy Director Schmidt that the lighting plan for the sign would be allowed (solar-operated LED strip lights that will create a back-lit soft glow).
MSC Gillespie/Noskowiak, the BID Board to approve a \$500 sign grant for Vision Architecture, LLC at 121 ½ W. Wisconsin Avenue. Motion carried.

Investment Planners, Inc. is asking for a \$100 sandwich board sign grant to be placed at their location at 124 W. Wisconsin Avenue.

MSC Ziemba/Noskowiak, the BID Board to approve a \$100 sandwich board sign grant for Investment Planners, Inc. at 124 W. Wisconsin Avenue. Motion carried.

Public Relations and Marketing Committee Report:

- **Report from July 9 meeting:** Employee Appreciation Day was held June 25th. Seventy-five dilly bars were given away in 40 minutes. Summer Madness Sale is scheduled for August 6th – 8th. The Farmers Market opened on its normal weekend, June 13th, which was also the weekend for gift certificates. Around 144 gift certificates were purchased.

The Farmer's Market and the safety measures that are being taken was discussed. The Mayor and FNI have been receiving calls from citizens asking for more stringent regulations such as requiring vendors to wear masks. Executive Director Hessel explained that at the time of opening the Farmer's Market, the checklist provided to them from the Health Department did not include requiring vendors to wear masks. They are discussing if they should make that a requirement. Executive Director Hessel did send an email to vendors this past week explaining that they have received comments from shoppers that they will only buy from vendors who are wearing masks. Appleton and Oshkosh are taking different measures and citizens have compared Neenah and their regulations to those cities. Neenah is only allowing food-related vendors to attend the market, consumers cannot eat on site, one way traffic is enforced and no dogs are allowed. Cones are used in front of vendor tables to keep attendees six feet away from the vendors. Vendors also have hand sanitizer at their tables.

The Log Your Loops program has gone well – many people are participating. The lunch and evening concerts at Riverside Park have been well attended. The concerts at the high school went well. FNI has gotten many positive comments about the concerts and many are happy that we are still having events in the area.

Wayfinding signs will be placed at Arrowhead Park, Herb and Dolly Park, Gateway Plaza and on the bumpout across from Timshel. An updated brochure is being created. The programs Downtown Faces Forward and You Neenah To Know are going well.

ThedaCare welcome packets are still being worked on due to employees not being back in the downtown just yet. Ultimate Ladies Day is planned for September 12th but modifications will be made to keep attendees safe.

FNI gathered some data regarding whether or not business owners would want to close Wisconsin Avenue during the sidewalk sale. The general consensus was that this is probably not the best time. Member Wenzel commented that for owners to be willing to commit to the work it takes to set up outside, it would probably need to be an event that is planned and well marketed.

After speaking with her Native American contacts, Member Lang and the participating tribe members have decided to cancel the Pow-Wow planned for September.

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. Parking will be mainly underground for the development on Millview and Main but the building on Wisconsin and Church will include a unique racking system. The Mayor thanked Director Haese and Deputy Director Schmidt for their work on these projects.
- Lots and other housing opportunities are becoming available in other parts of the city as well. Integrity Acres has lots available as well as the new Cardinal development. The city has also purchased 130 acres near Woodenshoe Road to allow for continued development. The planned townhomes on Winneconne have begun construction.
- Kimberly-Clark has donated land located near the police station for a dog park.
- The pool is open – each session's capacity is 177 instead of 699 as normally allowed. The three sessions exist to allow for cleaning in between sessions. The splash pad is also open. Staff is monitoring social distancing among adults.
- Mayor Kaufert supports the construction of a parking ramp. Staff is working on a location at this point.
- The trail on Jeweler's Park Drive will soon be a loop as Jeweler's Mutual has offered to cover the costs for half of the trail.
- The fireworks went well with about 80% of Neenah able to see them. Overall, there will positive comments.
- Arrowhead Park progress continues. Mayor Kaufert is creating a taskforce to ensure that the area becomes more than a park. He, Council and staff envision a downtown destination.

Future Neenah Updates:

- **Log Your Loops:** Began Memorial Day weekend and will end Labor Day weekend. Participant numbers have increased since last year.
- **'You Neenah to Know' Video Series:** This video series has started and can be found on Facebook or on FNI's website.
- **Summer Events Updates:** Music programs for the rest of the summer will be held in Riverside Park.

Round Table: The round table was open to positive comments and feedback that have come from COVID challenges. Member White commented that many customers are saying how much closer they have become to family since the health crisis started. Parents are happy that kids are home from college and families have been doing activities together. Mayor Kaufert mentioned that many people have been utilizing take out options from restaurants even those who may not have eaten at restaurants much before. Member Wasinger said that she has seen so many restaurants supporting each other on social media and encouraging shoppers/eaters to visit the competition.

Announcements and Future Agenda Items:

- **Next Meeting – August 18th**
Member Sheikh announced to the board that Timshel will not be reopening. Another business is taking its place – Lawlss Café. This will open in September.

Adjournment: The Board adjourned at 9:15 a.m.

MSC Gillespie/Noskowiak, the BID Board to adjourn. Motion carried.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

**Minutes of Neenah Central City Business Improvement District Board
August 18, 2020 – 8:00 am**

PRESENT: Board Members: Alex Wenzel, Bob Gillespie and Jane Lang. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Beth Stubing (Thrivent), Samantha Jefferson (City of Neenah Community Development) and Deputy Director Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: A quorum was not present. Meeting minutes were not acted upon.

Public Appearances: Beth Stubing (Thrivent) was introduced to the board. She will be taking the seat previously filled by Member Birtch.

Financials:

- **Bills for Approval:** \$2083.96. A quorum was not present. Bills were not acted upon.
- **Budget Status Report:** This status report is for the month of June. Various grants are seen as being paid out on this status report.

Executive Committee Report:

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

Maintenance Committee Report:

- **No Meeting/No Report**
- **Fall Bulb Recycle Week: September 14-18**
- **Next meeting is September 9**

Recruitment and Retention Report:

- **No Meeting / No Report:** Member Gillespie asked if there was still money left for grants. Assistant Executive Director Hanneman confirmed that there is still grant money available.

Public Relations and Marketing Committee Report:

- **Report from August 13 Meeting:** Ultimate Ladies Day will be held on September 12. It is being reformatted into a grab-and-go type meal but will still include shopping and gift certificate rewards. Some women have canceled and there are still spots open. Future Neenah is working on a new directory brochure to be printed. The Summer Madness Sale went well. Alderperson Erickson suggested a downtown event that will showcase carved pumpkins. An idea for the event was that businesses could be in charge of the pumpkins showcased outside of their business. These would not be carved on-site.

BooFest was discussed. It is likely the event will be canceled for health and safety reasons. A Very Neenah Christmas is being discussed to determine if there will be a safe way to continue with the event. Member Lang mentioned that the Celebrate the Season event is also TBD.

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.

Future Neenah Updates:

- **Log Your Loops:** Began Memorial Day weekend and will end Labor Day weekend. Over 700 people have registered this year.
- **Summer Events Updates:** Music programs for the rest of the summer will be held in Riverside Park (last event September 3rd). Drive to Boogie will be held at the Neenah High School parking lot. The last Farmer's Market will be October 17th.

- New signage will soon be in the downtown in the form of a kiosk. Women's Equality Day will be celebrated at the Octagon House on Wednesday, August 26, 2020 at 12:00 p.m. It is the 100th anniversary of the 19th Amendment.

Announcements and Future Agenda Items:

- **Next Meeting – September 15**

Adjournment: The Board adjourned at 8:30 a.m.

Respectfully submitted,

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

Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2020 Budget Status Report

As of August 30, 2020

	Balance as of 1/1/2020	ACTUAL August 2020	ACTUAL YTD Total 2020	<u>2020 BUDGET</u>	<u>Budget - Actual</u>
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		420.00	32,858.17	63,970.00	31,111.83
PUBLIC RELATIONS		156.25	12,051.48	23,515.00	11,463.52
RETENTION and RECRUITMENT		952.71	2,660.96	18,300.00	15,639.04
MAINTENANCE		555.00	34,168.15	44,915.00	10,746.85
TRANSFER TO SAVINGS			-	7,110.00	
Total Expenses		<u>\$ 2,083.96</u>	<u>\$ 81,738.76</u>	<u>\$ 157,810.00</u>	<u>\$ 68,961.24</u>

Remaining Funds Available	\$ 78,803.06
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CENTRALIZED MANAGEMENT

Auto Allowance	-	-	315.00	315.00
Postage	-	-	40.00	40.00
Conferences and Meetings	-	229.76	650.00	420.24
Auditing	420.00	2,600.00	2,600.00	-
Banking Fees	-	-	240.00	240.00
Professional	-	30,000.00	60,000.00	30,000.00
Office Supplies	-	28.41	125.00	96.59
Total - Centralized Management	\$ 420.00	\$ 32,858.17	63,970.00	\$ 31,111.83

PUBLIC RELATIONS

Outside Printing	125.00	659.00	1,100.00	441.00
Advertising & Publications	-	470.00	2,800.00	2,330.00
Promotional Activities and Events	-	3,180.00	6,275.00	3,095.00
Outside Services	31.25	318.75	1,000.00	681.25
Secret Shopper	-	-	90.00	90.00
Gift Certificates	-	7,093.47	12,000.00	4,906.53
Brand Implementation	-	330.26	250.00	(80.26)

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2020 Budget Status Report

As of August 30, 2020

	Balance as of 1/1/2020	ACTUAL August 2020	ACTUAL YTD Total 2020	2020 BUDGET	Budget - Actual
Total Public Relations		\$ 156.25	12,051.48	\$ 23,515.00	\$ 11,463.52
RETENTION and RECRUITMENT					
Misc. Expenditures		952.71	2,129.71	\$ 2,300.00	170.29
Awning / Sign Grant		-	\$ 500.00	\$ 3,500.00	\$ 3,000.00
Recruitment Tools		-	31.25	\$ 2,500.00	\$ 2,468.75
Retention Grant Program		-	-	\$ 10,000.00	\$ 10,000.00
Total Retention and Recruitment		\$ 952.71	\$ 2,660.96	\$ 18,300.00	\$ 15,639.04
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	3,885.00	7,250.00	3,365.00
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	\$ 34,168.15	\$ 44,915.00	\$ 10,746.85
Transfer to Savings for Sign			-	\$ 7,110.00	
Total Expenses		\$ 2,083.96	\$ 81,738.76	\$ 157,810.00	\$ 68,961.24
Balance					
Capital Reserve Fund	20,073.15	\$ -	20,073.15	\$ 25,224.28	
Interest Earnings		-	4.18	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	\$ 31,508.58	\$ 31,508.58	\$ 38,642.53	