

**Minutes of Neenah Central City Business Improvement District Board
May 19, 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, Joe Ziemba, Michelle Bauer and Grant Birtch. 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, Director Haese and Ald. Todd Stevenson.

Approval of Minutes: MSC Birtch/Noskowiak, the BID board to approve the minutes of the April 21, 2020 meeting. Motion carried.

Public Appearances: None.

Financials:

- **Bills for Approval:** Alex did not get the bills for this month so approval of these bills will be held until next month.
- **Budget Status Report:** Assistant Executive Director Hanneman detailed the bill costs that were included in the budget status report. This included the costs for the annual meeting held at Future Neenah, half of professional fees for the year, costs for printing directory brochures, costs for website updates made by Stellar Blue and costs for hanging floral baskets and landscaping in the downtown. The landscaping costs include watering for the season.
- **Review Status:** Alex had a question about the review. Once those questions are taken care of, a final document will be executed.
- **COVID Expenditures:** \$11,000 was identified to be used as COVID assistance funds from the BID budget. Part of these funds are being used for an advertisement grant program. This give businesses up to \$250 for marketing with the requirement that the BID “N” logo is included in the ad.

Member Gillespie asked if the BID has considered counseling businesses on the various grant/loan opportunities. Executive Director Hessel explained that as information is changing very quickly, no one could be considered an expert at this time. It is something to discuss, however. Future Neenah does have information on their website for businesses owners regarding resources that are available to them.

Executive Committee Report:

- **No meeting, no report.** Next meeting will be in the fall.

Maintenance Committee Report:

- **District Walkthrough June 17th at 8:00 a.m. (meet at Future Neenah)**

Member Birtch has resigned from the BID Board and as the Chairman of the Maintenance Committee. As of June, Member Birtch will have moved his law office to another part of the City but will be outside of the BID district. Member Birtch has been a part of the BID since it was formed. Member Brownell thanked Member Birtch for his service as did the entirety of the board and Mayor Kaufert.

Recruitment and Retention Report:

- **No Meeting / No Report.**

Public Relations and Marketing Committee Report:

- **Report from May 14 meeting:** Employee Appreciation Day will be held June 25th. Summer Madness Sale is scheduled for August 6th – 8th. The Farmers Market will open on its normal weekend, June 13th. This will coincide with the next gift certificate event. There will be a virtual shop hop this week – the last event was successful. Ultimate Ladies Day will be held September 12th.
- **Ad Grant Assistance Program:** A handful of businesses have completed applications for this program.

- **ThedaCare Welcomes:** Coupons will be handed out to ThedaCare employees that will be new to the Downtown.
(ACTION) Market Partnership: MSC Gillespie/Birtch, the BID Board to approve the 2020 Farmer's Market/BID Board partnership in the amount of \$3,000. Motion carried.

City of Neenah Updates: Deputy Director Schmidt began by discussing the South Commercial Street Task Force. They will be determining how best to revitalize the district. Also, he and Director Haese have been contacting business owners to inform them of grants and other opportunities that could be applied for. These opportunities are listed on the Community Development page on the City of Neenah website. There are restaurants and bars that are considering utilizing parking lots/street lots to extend their service areas to allow for better social distancing measures. Director Haese explained that there have been some concerns about this as it relates to the loss of parking spaces. He asks that any business owners who may have opinions on this situation please contact him.

Mayor Kaufert discussed the measures that City Hall will be taking to keep citizens and employees safe. City Hall will be opening back up to employees Wednesday, May 20th and will open to the public on May 26th. Department Heads and HR have been working to make sure a good transition plan is in place. The city has elected to lift parking permit fees in the downtown for the month of May. A temporary hiring freeze is also in place until later in the year.

He gave an update on Lake Shore Drive construction. Council approved the off-street trail but construction may not begin this year as the residents living on the street have brought a lawsuit against the City.

Member Brownell asked Mayor Kaufert if he feels that most businesses will make it through this time. Mayor Kaufert said he believes that most businesses will make it. It will depend on how people respond to the reopening of the state and if they have reluctance to go back to businesses.

Future Neenah Updates: Downtown Faces Forward is an initiative to raise awareness and support for downtown small businesses by featuring the people behind the storefronts. Downtown Neenah will be participating in this initiative and five businesses will be chosen initially to be highlighted.

Log Your Loops will begin Memorial Day weekend and will end Labor Day weekend. Another way they have created to get businesses out in front of customers will be called "You Neenah To Know." These short videos will feature businesses while also teaching skills or introducing subjects to those watching.

Music at Shattuck Park will be starting in July.

Round Table: None.

Announcements and Future Agenda Items:

- **Next Meeting – June 16th**
- **Other Business:** The YMCA will be opening to those members who have continued to contribute membership fees during the shutdown on May 26th.

Adjournment: The Board adjourned at 8:57 a.m.

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

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development