

Minutes of Neenah Central City Business Improvement District Board
January 18, 2022 – 8:00 am
Council Chambers – City Hall

PRESENT: Board Members: Alex Wenzel, Alex Noskowiak, Michelle Bauer, Tori Dorn, Jane Lang, Bob Gillespie, Robert Wedge, LeAnn Wasinger and Christine Rondeau. Also present: Sara Hanneman (Future Neenah, Inc.), Mayor Kaufert, Deputy Director Brad Schmidt (City of Neenah Community Development) and Office Manager Samantha Jefferson (City of Neenah Community Development).

Welcome new BID Board Members: Christine Rondeau and Robert Wedge are new members of the BID Board. Christine owns Investment Planners in Downtown Neenah and Robert owns several properties throughout the city.

Approval of Minutes: MSC Gillespie/Noskowiak, the BID Board to approve the minutes from the November 16, 2021 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

- Bills for Approval: **MSC Bauer/Lang, the BID Board to approve the bill packet for the amount of \$13,737.53. Motion passed.**
- Budget Status Report: Assistant Executive Director Hanneman explained that this was a bigger packet than normal because there was no meeting in December (bills could not be approved) and because it was year-end.
- Audit: Baker Tilly will work on the BID's audit beginning in March. Staff is working to prepare items for the audit. After deliberation, the Board decided to complete a full audit for 2021 and if no findings are made, they will discuss moving the frequency of an audit to every 5 years.

Executive Committee Report:

- Thank You of the Month: Assistant Executive Director Hanneman prepared a thank you card for Joe Ziemba for his hard work on the BID Board.

Recruitment and Retention Report:

- Sign Grant App Consideration (107 Church Street): Received a grant request for 107 Church Street to help with the cost of two signs (a flat sign and a perpendicular sign) for a new flower business. The request is for \$500. Brad Miller came to the meeting to represent the owner and answer any questions. **MSC Gillespie/Wasinger, the BID Board to approve the Sign Grant for 107 Church Street in the amount of \$500. Motion passed.**

Maintenance Committee Report:

- Report from January 12 Meeting: Member Dorn recapped what was discussed at the Maintenance Committee meeting. The garbage corral near the Marketplace and how that could be improved was the main discussion point. It was noted that the new maintenance employee has been helpful in making that a better area. New décor was discussed for the Main Street corridor (in front and close to the Gateway Building). Assistant Executive

Director Hanneman got a quote from Memorial Florists for flower boxes to be placed there (\$11,000). Member Lang suggested that Future Neenah reach out to Plexus to see if they may have an interest in cost-sharing a project.

Member Wenzel asked if Neenah has a warming shelter or anything of that nature for when people need a place to go when it is very cold. Mayor Kaufert said that Neenah does not but if there is a situation, the non-emergency police number should be called and the police will give people a ride to a center in Appleton.

- Full board walk thru of district June 21

Public Relations and Marketing Committee Report:

- Dates of upcoming activities:
 - Post-Holiday Shoulder Season Gift Cert Sale – January 22, 2022
 - Warm Your Heart – February 12, 2022Member discussed Warm Your Heart and if it was safe in light of the COVID numbers in the area. The safety measures being taken were discussed and business owners were encouraged to use their own discretion when deciding to participate in the event and how.
- Report from January 13th meeting: Member Lang discussed the highlights of the meeting. The Christmas events were discussed – the group got a lot of great feedback about the events. Due to high winds, the Cookie Crawl and the Luminary event were on different nights – it was decided that it is better when they are on the same night. Gift certificate sales for 2021 were the highest ever coming in at \$80,000. The holiday season sales added up to \$17,000 of that. Many companies made large gift certificate purchases for employees in 2021. Member Lang also reported that they have heard from several people that the Plaza has cause foot-traffic to increase in the downtown. With that, however, comes the concern regarding pedestrian safety. After the Retention and Recruitment meeting, Member Lang and Assistant Executive Director Hanneman spoke with PW Director Kaiser about their concerns. It will be discussed at the next Public Services and Safety meeting. Some other notes: the 2022 budget was approved, the CVB guide featuring the downtown is out and the downtown will be featured in the Future Neenah magazine.

Round Table and Information Sharing: The Tailored Hide has been selected as the Downtown Business of the Year. Wisconsin Tattoo Company is moving to 111 E. Wisconsin and a flower shop will be moving into 107 Church Street. Brehmer Law is now located at 117 W. Wisconsin. There is not yet a signed contract for the retail space in the new multi-use apartment building.

Future Neenah Updates:

- Executive Director Nikki Hessel will be leaving her position. The new Executive Director, Sarah Wylie, will start on Thursday, January 20th.
- Dine Out Neenah will happen again this year on February 18th – 28th.

City of Neenah Updates:

- Deputy Director Schmidt reported to the board that seven companies responded to the Downtown Plan RFP and that staff is working through those now. He explained what he expects to see from these companies while creating a vision for the downtown. A plan like this has not been done since the 1960s (the BID did a market study nine years ago but this

will be a larger undertaking). Solaris will be ready for occupancy this spring. The multi-use building on Wisconsin will be ready for occupancy this fall. Mayor Kaufert discussed ARPA funds and explained that the city will have funds that still need to be allocated. There is a public hearing schedule for the January 19th Council meeting regarding changes to Theda Clark Hospital and the master plan.

Announcements and Future Agenda Items:

- **Next Meeting – February 15, 2022 (if needed)**

Adjournment: The Board adjourned at 8:50 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Samantha Jefferson', with a stylized flourish at the end.

Samantha Jefferson
Office Manager, Community Development