

**Minutes of Neenah Central City Business Improvement District Board  
November 17, 2020 – 8:00 am**

**PRESENT:** Board Members: Alex Noskowiak, Beth Stubing, Alex Wenzel, Jane Lang, Sandy White, George Brownell, Michelle Bauer, Umer Sheikh, LeeAnn Wasinger, Bob Gillespie and Joe Ziemba. 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) and Mayor Dean Kaufert.

**Approval of Minutes:** MSC Wasinger/Bauer, the BID Board to approve the minutes from the October 20, 2020 BID Board meeting. All voting aye.

**Public Appearances:** None.

**Financials:**

- **Bills for Approval:** MSC Gillespie/Wasinger, the BID Board to approve the bill packet for the amount of \$16,628.63. Motion passed.
- **Budget Status Report:** Assistant Executive Director Hanneman detailed some of the higher cost items that were listed on the budget status report which included the purchase of gift certificates forms and the recycling charge. Otherwise, the monthly financials were typical. The budget shows \$600 left in the budget for landscaping in the district because Memorial Florist did not charge \$600 as quoted for weeding.

**Executive Committee Report:**

- **2021 BID Operating Plan:** Assistant Director Hanneman reviewed parts of the BID Operating Plan with the committee. The entire plan was emailed to each committee member. She explained three expenditures that are new to the 2021 plan – professional pictures of the district, an online gift certificate option and a partnership with Community Development for a downtown plan. The plan also includes \$5,000 for continued COVID funds. Signage savings will continue for the monument signage at the entrance of the district near Dairy Queen. A financial review will be conducted again as opposed to a full audit.

Appendix F was also included in the agenda packet which details the benefits to the district derived from the BID assessment monies. Appendix G details what the group would like to achieve in 2021.

**MSC Gillespie/Ziemba, the BID Board to approve the 2021 Operating Plan. Motion passed.**

**Maintenance Committee Report:**

- **No Meeting/No Report**
- **Next meeting December 9**

**Recruitment and Retention Report:**

- **No Meeting / No Report**

**Public Relations and Marketing Committee Report:**

- **Updates from the November 12 meeting:** A Very Neenah December was discussed. There will be several events throughout the month of December instead of an event happening for just one night. The following events are happening in the next two months in the district:

Small Business Saturday – November 28  
Downtown Window Displays begin – December 4  
Gingerbread Scavenger Hunt begins – December 4  
Letter to Santa Mailbox begins – December 4  
Virtual Rudolph Run – December 5  
Live Reindeer Downtown – December 12  
Downtown Shopping Free Holiday Tumbler – December 12  
Luminary Pop-Up & Cookie Crawl – December 17

December 19 – Carriage Rides (Sold Out)

Warm Your Heart was discussed but changes will be made to the event for safety purposes. The Historical Society will be having an open house on December 5 from 10 a.m. – 1 p.m. There will be carriage rides and crafts. Historic Sherrytown will be the focus with tours and a narrator.

Assistant Executive Director Hanneman asked members to help spread the word about the Very Neenah Christmas events and the safety measures that are being taken.

**City of Neenah Updates:**

- The groundbreaking for the Soliris apartment building (Main Street) happened a few weeks ago. Construction will begin in the coming days.
- A Site Plan detailing the ice rink will be available by the end of the week. Construction will begin on this project in March and will be ready by the fall.
- The site plan for the apartment building planned for Wisconsin Avenue should be seen by Plan Commission by the end of the year.
- The Mayor detailed a bit of the City budget and discussed that expenditures will be lowered but not stopped fully. Funds for the design and engineering of the parking ramp were left in the budget but the \$5 million for the construction was removed.
- Green Bay Road construction is completed.

**Future Neenah Updates:**

- Executive Director Hessel and Assistant Executive Director Hanneman discussed upcoming events (listed above under PR & Marketing).
- Countdown to Christmas social media giveaways will happen between December 12 and December 20.
- This was Member White's last meeting. She will remain on the PR & Marketing Committee. She was thanked for her hard work and contributions.
- Member Ziemba will be the liaison between the Future Neenah Board and the BID Board.
- Future Neenah has been in contact with a representative from retail that may be interested in being on the BID Board.

**Announcements and Future Agenda Items:**

- **Next Meeting – January 19**
- The Historical Society will be holding a Facebook Live interview at 7:00 p.m. on Thursday, November 19 with Jim Guhl the author of *11 Miles to Oshkosh*.

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

Respectfully submitted,



Samantha Jefferson  
Office Manager, Community Development