

Minutes of Neenah Central City Business Improvement District Board
May 17, 2022 – 8:00 am
Council Chambers – City Hall

PRESENT: Board Members: Alex Wenzel, Alex Noskowiak, Tori Dorn, Michelle Bauer, George Brownell, John Skyrms, 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).

Approval of Minutes: MSC Gillespie/Dorn, the BID Board to approve the minutes from the April 19, 2022 BID Board meeting. Motion passed.

Public Appearances: Director Joe Wenninger (IS) gave an update on the downtown WIFI. Installation of pole mounts is expected the week of May 31. The WIFI should be up and running by the end of that week. It is expected that adequate coverage should exist along Wisconsin Avenue and approximately a block away in each direction. Director Wenninger did caution that business owners should not use this WIFI for their business transactions as it is not secure. He will be at Lawlss Coffee on June 1st from 9:00 – 10:30 a.m. to be available to property/business owners who may have questions about the WIFI. The committee discussed cameras and where may be appropriate for those to be installed (in addition to the ones already planned).

Financials:

- Bills for Approval: **MSC Gillespie/Wedge, the BID Board to approve the bill packet for the amount of \$6,909.65. Motion passed.**
- Budget Status Report: Assistant Executive Director Hanneman detailed some of the higher priced items seen in the report such as half of the year's admin fees, magazine promo, processing fees for the farmer's market, etc.

Executive Committee Report:

- Thank You of the Month: Assistant Executive Director Hanneman prepared thank you cards for outgoing Mayor Dean and current Mayor Jane Lang.
- No Meeting, No Report

Recruitment and Retention Report:

- Report from April 19 meeting: Assistant Executive Director Hanneman gave a brief overview of what was discussed at the April 19 meeting. The annual budget, property availability and parameters for grant applications were discussed. Deputy Director Schmidt discussed the ESRI data that was given to members. The data (which utilizes Census data) complied information regarding a one mile radius of downtown and shows retail gaps and surpluses. Members asked why the one mile radius was used. Deputy Director Schmidt said that for this information, that is the radius that he chose but any radius could be chosen for different applications. For the downtown plan, a larger radius would be used.
- Retention and Recruitment Grant App Consideration (106 W. Wisconsin Avenue): The Retention and Recruitment Committee received a grant request for 106 W. Wisconsin Avenue) to help with the cost of connecting the upper and lower floors. Assistant Executive Director Hanneman asked the applicant if there will be external stairs to the upstairs at

sidewalk level and he confirmed that there would be. The request is for \$5,000. **MSC Gillespie/Bauer, the BID Board to approve the Recruitment and Retention Grant for 106 W. Wisconsin Avenue in the amount of \$5,000. Motion passed.**

Maintenance Committee Report:

- Full board walk thru of district June 21

Public Relations and Marketing Committee Report:

- Dates of upcoming activities:
 - Farmer's Market Opening Day and Gift Certificate Sale – June 11th
 - Street Dance Concert – June 15th
 - Downtown Employee Appreciation – June 30th
 - Summer Madness Sale – August 4th – 6th
 - Ladies Day – September 10th
 - Inter-Tribal Pow Wow – September 17th
- Report from May 12th meeting: Member Bauer discussed the highlights of the meeting. The Spring Fling was discussed – 35 tree beds were decorated and 23 businesses turned in receipts (7,433 receipts). 64 gifts were given out to those who spent over \$50 and 109 rewards were claimed. The committee covered employee appreciation day, summer madness sale and the planned street dances. There will be two street dances. The one at the beginning of summer will feature the Britans and will be in the 100 block of Wisconsin Avenue. The end of summer event will feature Boogie and the Yoyos and be in the 200 block of Wisconsin Avenue.

Future Neenah Updates:

- Executive Director Hanneman handed out the summer concert and farmer's market flyer.
- Over 500 people have signed up for Log your Loops. There will be bandanas for dogs as an additional award this year.

City of Neenah Updates:

- Deputy Director Brad Schmidt discussed the latest news about the Downtown Plan. RDG will work with Neighborhood Investment Partners to complete the plan (Neighborhood Investment Partners did the Arrowhead Park Plan). The first meeting of the committee will be held on Thursday, May 19th. This will be a \$65,000 study and the BID will be contributing \$5,000.
- A consultant will be helping the city and Valley Transit work towards finding the best place for a potential relocation of the transfer station.
- Ribbon cutting for the Jeweler's Mutual Trail will happen on June 15th at 10:00 a.m.
- The Bridgewood Development has been approved by Council.
- The third district is in need of an alderperson. Interested parties can apply with the city clerk's office.

Announcements and Future Agenda Items:

- **Next Meeting – All Board Walking Tour of District – June 21 (in place of regular business meeting)**

Adjournment: The Board adjourned at 9:05 a.m.

Respectfully submitted,

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

Samantha Jefferson
Office Manager, Community Development