

Minutes of Neenah Central City Business Improvement District Board
August 15, 2017 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Grant Birtch, John Skyrms, Jane Lang, Michelle Bauer, Brian Gajewski, Umer Sheikh, and Keith Peters. Also present: Amy Barker (Future Neenah, Inc.), Mayor Dean Kaufert, Office Manager Samantha Jefferson, and Deputy Director of Community Development Brad Schmidt.

Approval of Minutes: **MSC Bauer/Lang, the BID board to approve the minutes of the July 18, 2017 meeting. Motion carried.**

Public Appearances:

- None.

Financials:

- Bills for Approval: **MSC Lang/Skyrms, the BID Board to approve July 2017 bills in the amount of \$2,265.59. Motion carried.**
- Audit update:
 - Executive Director Barker conducted a conference call with Baker Tilly, City of Neenah Finance Director Mike Easker, and BID Board Treasurer Marc Snyder. Audit costs for the BID have almost doubled since last year. Director Barker requested documentation showing the billable hours that showed work for the BID. The bill is coming from the City and was assumedly based on documentation provided by Baker Tilly. The BID's processes have not changed since last year and the rise in cost should not be because of that. Treasurer Marc Snyder suggests the BID staying with Baker Tilly in conjunction with the City's audit as opposed to working in conjunction with Future Neenah's audit (which only happens every few years). Member Birtch concurred that the audit should stay with the City as information will be more readily available and it occurs every year.

Executive Committee Report:

- No meeting, no report
- Co-Op meeting:
 - Co-op meetings are held to discuss and develop new policies related to the cooperative agreement between the City of Neenah, Future Neenah, and the BID. Members agree that this should be held this year. Director Barker will schedule this for October. Member Birtch suggested the agreement be sent to the Executive Committee to review before the meeting.

Recruitment and Retention:

- No meeting, no report
- Awning Grant Request (ACTION)
 - Mary from Sabino's requested \$500 to replace the awning above the front door. She was unable to receive two quotes before last month's meeting. Member Skyrms asked if she had been able to secure more quotes. She did secure a second quote. **MSC Birtch/Gries, the BID Board to approve Sabino's request for a \$500 awning grant. Motion carried.**

Public Relations and Marketing:

- Update from August 10 meeting:
 - Summer Madness Sale went well despite the rainy day. Some businesses said it's the best they have done.
 - Employee Appreciation Day will be September 14. There will be four tents set up in the Downtown. In the morning, there will be coffee and treats. There will be a happy hour in the afternoon and a prize patrol that will be traveling to different locations. Emails will be sent out and flyers will be put on cars.

- The Social Media Contest generated over 200 entries in one week. One of the questions for entry was what the participants like about Downtown Neenah.
- Summer events have been being rescheduled due to rain.
- Giftcard sales were up to 80 which is up from last year.

Maintenance Committee Report:

- Next meeting September 13, 2017. Snow will be discussed. Member Birtch asked that Amy sent out the snow removal map before the next meeting so it can be reviewed. Director Barker explained the difficulty of the snow map in that more and more areas are becoming Tier 1.
- Bulb Recycling Week Sept. 11-15.

Future Neenah:

- 9/16 Farmer's Market 25th Anniversary Celebration – breakfast at the Farmer's Market
- 9/26 Network Neenah at Nicolet Bank
- Farm to Table went well.
- Summer Events Schedule
 - Out to Lunch concerts will continue until the end of August
 - Evening concerts will end August 16
 - Bike to Boogie is rescheduled for August 30 at 6:00 pm.

City of Neenah:

- Drafts of Comp Plan documents are online.
- The automated license plate reader continues to be implemented and monetary enforcement will begin this week. Director Barker suggested the Parking Task Force meet again because business owners have noticed and experienced some quirks of the system.
- The Arts Council has been created by City Council. Deputy Director Schmidt presented his thesis to the Council at their last standing meeting regarding the importance of art in helping economic development.
- The Riverwalk Hotel is close to being completed. Mayor Kaufert explained the difficulties that have been experienced and said he talked with the Governor who made sure the Secretary and Deputy Secretary of DSPS came to the hotel and listened to the City's concerns.

Announcements and Future Agenda Items:

- Next Board meeting is September 19, 2017 – Guest Bob Aykens, Memorial Florists.
- 5th Annual Vintage Adventure and Pow Wow will be September 23, 2017. Also, an educational event will be held at the library on September 7, 2017 at 7:00 p.m.
- Members suggested having Trevor Fink – City of Neenah Forester – join Bob Aykens at the next meeting to discuss issues with the trees Downtown

Adjournment: The Board adjourned at 9:20 a.m.

MSC Skyrms/Lang to adjourn. Motion carried.

Respectfully submitted,

Samantha Jefferson
Office Manager, Community Development