

**Minutes of Neenah Central City Business Improvement District Board
November 21, 2017 – 8:00 am
City Hall – Hauser Room**

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

Approval of Minutes: MSC Birtch/Skyrms, the BID board to approve the minutes of the October 17, 2017 meeting. Motion carried.

Public Appearances:

- None.

Financials:

- Bills for Approval: MSC Skyrms/Sheikh, the BID Board to approve September and October 2017 bills in the amount of \$47,228.98. Motion carried.

Executive Committee Report:

- Update from November 16 Meeting
 - 2018 Budget was discussed.
 - Board member changes – Marc Snyder is stepping down from the role of Treasurer. Keith Peters was nominated for this position. **MSC Birtch/Snyder, the BID Board to elect Keith Peters as the Treasurer of the BID Board. Motion carried.**
- Report on '17 WI Downtown Meeting
 - Director Barker attended the 2017 Wisconsin Downtown Summit in Sheboygan, WI. She reported that she came away with several ideas to implement in the Downtown. Member Skyrms asked if it would be possible that the event be held in Neenah in coming years. Director Barker said this might be a possibility.
- BID Operating Plan
 - **MSC Skyrms/Gries, the BID Board to approve the 2018 BID Operating Plan. Motion carried.**

Recruitment and Retention:

- Update from October 19 meeting
 - Members at the R&R meeting discussed whether or not residential projects should be eligible for BID grants. The recommendation of the committee is that residential projects should be eligible with commercial projects having the priority. Member Birtch suggests looking at the original charter and state statutes to determine if this would be allowable.
 - The committee reviewed the grant applications and updated them.
- **Grant (ACTION) – MSC Birtch/Skyrms, the BID Board to approve the sign grant for Cheveux (206 W. Wisconsin) for \$500. Motion carried.**

Public Relations and Marketing:

- Update from November 9 meeting
 - Small Business Saturday is November 25, 2017. Future Neenah will be holding a promotion for this day.
 - Desk the District will be occurring this year.
 - A record number of people attended BooFest.
 - A Very Neenah Christmas December 1, 2017.
 - Gift certificate sales at the beginning of November showed record numbers.
 - A magazine was discussed (the last one was in 2008).
 - The committee plans to again purchase the Channel 11 package that was purchased this year.
 - The I41 sign is getting close. Deputy Director Schmidt will speak with the Mayor and with Director Haese to get an update on this.

- Warm Your Heart – February 11, 2017
- Ultimate Ladies Day – April 21, 2017

Maintenance Committee Report:

- Update from October 18 meeting
 - Flowers are going to be shifted from beds to baskets or wrap arounds. Director Barker will speak with Traffic Engineer Merten regarding signage and if signs can be moved to allow for more flower hangings. They have the option to buy or lease these and plan to lease until they determine that their choice is correct.
 - The snow removal map is usually sent out at the beginning of November. Director Barker will confirm that it was sent.
 - The open maintenance position has been posted. It is a complicated job to fill because of the odd hours and because it is part-time. Director Barker has been exploring several different ways to help fill the position.
- Next meeting is December 13, 2017.

Future Neenah:

- DoubleTree Ribbon Cutting – November 28, 2017 at 9:30 a.m.
- A photographer will be taking pictures of the Christmas event for a large scale project he is completing of the Fox Cities. He will be located in the atrium of Timshel during the Christmas event.
- Future Neenah will be working on long-range planning and a five year plan.
- 2018 Future Neenah Board Appointments: President – Fritz Merizon, Vice President – Lori Borchardt.

City of Neenah:

- The 2040 Comprehensive Plan Update is reaching completion. Public Hearings will be held in December at Plan Commission and at Council.
- Director Haese is looking for potential funding availability for signage on I41.
- Staff is seeking to conduct a traffic study targeting the downtown.
- The City has started an Instagram page: @cityofneenah.
- The City budget is complete and has increased by 1.5%.
- Mayor Dean spoke to Theda-Clark remaining in Neenah. He and Director Haese had many conversations with the upper management of ThedaCare and were very happy to hear that they would be remaining in Neenah.
- The city will be hiring an Assistant City Attorney next year.

Announcements and Future Agenda Items:

- No meeting in December – next meeting January 16, 2018.
- Celebrate the Season – celebrating art in the area – will be on December 2, 2017 from 10 -1.

Adjournment: The Board adjourned at 9:10 a.m.

MSC Skyrms/Lang to adjourn. Motion carried.

Respectfully submitted,

Samantha Jefferson
Office Manager, Community Development