

Minutes of Neenah Central City Business Improvement District Board
October 15, 2019 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Alex Noskowiak, George Brownell, Michelle Bauer, Sandy White, Jane Lang, Brian Gajewski, Joe Ziemba, and Grant Birtch. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Birtch/Ziemba, the BID board to approve the minutes of the September 17, 2019 meeting. Motion carried.

Assistant Executive Director Hanneman asked that it be noted in the minutes that replanting and adding mulch in the first year of the contract represents a \$4,500 additional cost (but included in the \$19,140 approved for the first year of the contract).

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Bauer/Ziemba, the BID Board to approve bills in the amount of \$3,121.26. Motion carried.
- **Budget Status Report:** Member Birtch asked what is stored in the Hafemeister storage area. Assistant Executive Director Hanneman explained that the snowblower (when not stored downtown in the winter), banners, dolly, salt spreader, etc. is kept in the storage facility. He also asked what the \$1,000 spent on banners included. Assistant Executive Director Hanneman purchased “event today” sidewalk banner signs for special events. They now have 24 that can be used. They remain usable for approximately 8-10 years.

Member Brownell made mention of the auditing expenses. These are completed for the year.

Assistant Director Hanneman brought up several upcoming expenses: PR & Marketing’s budget will be used for the downtown brochure (outside services), Christmas event and luminary event (promotional), and the gift card event (gift cards). Retention and Recruitment’s budget will still include outstanding costs from Element with the work to the brochure and landing page. The “event today” sidewalk banner signs will come out of Maintenance’s budget and a carryover for budget item 2318 is for the Sparkle Wash expenses.

Executive Committee Report:

- **Report from October 7 meeting:** Board members and terms were discussed. Member Ziemba will consider vice presidency. Member Gajewski and Member Birtch’s terms will be up for reelection – Member Gajewski may step down. Assistant Executive Director Hanneman expressed that Member Gajewski represents the hospitality position which has historically been the most difficult spot to fill. Member Wassinger represents the property owner position and would step down due to personal/professional reasons if someone else would be available. Member Bauer will remain the community representative and Member White will remain the liaison between the BID Board and the Future Neenah Board.

A future market analysis of the district in conjunction with the City was discussed. Deputy Director Schmidt said this could be added to the budget for 2021.

Maintenance Committee Report:

- **No Meeting/No Report**
Member Birtch asked if the snow discussion meeting happened between the City, Future Neenah and the snow removal contractors. The meeting occurred and the snow removal map was discussed. Sara is waiting for one revision and then the map will be sent out.

- **Fall Bulb Recycling Week: 370 bulbs recycled**
- **Next meeting is Dec. 11**

Recruitment and Retention:

- **No Meeting / No Report:** Element is continuing to work on the landing page and brochure and should be done by the end of the year.

Public Relations and Marketing:

- **Report from October 10 meeting:** Member White gave a recap of what was discussed at the meeting. Artworks Uncovered was a great success and members received positive feedback. Employee Appreciation Day was also a success but some of the activities will be changed for next year. Small Business Saturday is November 30, 2019. Volunteers are being sought to act as ambassadors in the district that day. Many businesses will be holding holiday open houses and working with Assistant Executive Director Hanneman to potentially coordinate dates.

The Downtown Luminary night will be December 19th and a cookie crawl will be coordinated with this. A Very Neenah Christmas is December 6th. This will include live reindeers, live mannequins and many other activities.

The PR & Marketing members decided against the Insight Magazine spread and Channel 11 coverage this year. Members said that Assistant Executive Director Hanneman and team did an excellent job with the mall kiosk at the Fox River Mall.

Celebrate the Season will be on December 7th from 10-1. Activities will be held at several different locations around Neenah. The next gift certificate rewards event will be November 1-2 and if a patron spends \$50 in the downtown, they can take receipts to Future Neenah and receive a gift card for \$10.

- **MSC Ziemba/Noskowiak, the BID Board to approve the \$1,000 cost for a partnership with Cavanaugh Carriages for the Very Neenah Christmas Event. Motion carried.**

Round Table:

Assistant Executive Director Hanneman asked members for any wish lists or ideas to potentially include in the BID 2020 operating plan. Member Birtch suggested more security cameras due to vandalism and other situations that occur in the downtown. At this time, the WIFI that would be needed for these kinds of cameras is not available in the downtown.

Member Brownell asked if the BID would be asked for funds to help support the development on Arrowhead Park. Assistant Executive Director Hanneman explained that they probably would not be asked for monetary support.

Assistant Executive Director Hanneman is planning to request that Sparkle Wash also spray the trash cans during their work next year.

Future Neenah Updates:

- **Farmer's Market BooFest – October 19 (final Farmer's Market of the Season)**
- **A Very Neenah Christmas – December 6th**
- **Luminary Pop Up with Cookie Crawl – December 19th**

City of Neenah Updates: Mayor Kaufert gave an update on City business. A new business may be coming to the Downtown and they should make their announcement in the next couple of days. He is working on the 2020 budget which has proved to be more challenging than previous years due to tax levy limits. Regarding the downtown, parking is a hot topic and will be made a priority in budget plans.

Announcements and Future Agenda Items:

- **Next Meeting – November 19: Attendance is required to approve the 2020 operating plan.**

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BID Meeting Minutes

Adjournment: The Board adjourned at 8:40 a.m.

MSC Birtch/Noskowiak, the BID Board to adjourn. Motion carried.

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