

**Minutes of Neenah Central City Business Improvement District Board
September 17, 2019 – 8:00 am
City Hall – Hauser Room**

PRESENT: Board Members: Alex Noskowiak, George Brownell, Michelle Bauer, Bob Gillespie, Sandy White, Umer Sheikh, 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/Noskowiak, the BID board to approve the minutes of the August 20, 2019 meeting. Motion carried.

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Gillespie/Noskowiak, the BID Board to approve bills in the amount of \$32,467.68. Motion carried.
- **Budget Status Report:** Assistant Executive Director Hanneman pointed out that the budget standing at this point in the year is very good. Board members should start developing wish lists for the 2020 operating plan.

The “Paint and Stain Monument & Tables” fund seemingly looks like it has a \$2,318.17 overage. This was carry over from last year to cover the purchase of new trash cans and the sidewalk cleanings.

Member Gillespie pointed out the signs savings account and asked why it was still being maintained. Executive Director Hanneman explained that the savings account was opened four years ago to begin preparing for the cost of a Highway 41 sign. That sign has been purchased as well as electric box wraps. That sign account will be maintained for future sign purchases.

Member Noskowiak questioned the contracted rate for recycling. It is \$555.

Executive Committee Report:

- **No Meeting, No Report**
- **Fall Exec. Committee Meeting – Schedule for first week in October:** FNI will send out a poll to members to schedule this meeting. 2020 budget, operating plan and member terms will be discussed.

Maintenance Committee Report:

- **Report from Sept. 11 Meeting:** Coordination of street sweeping and steam cleaning was discussed. The steam cleaning will be done in two phases. The Marketplace coral will be next as it is getting grimy. The maintenance employee at Future Neenah has been a great help with things that were not being maintained while the position remained open. The snow removal maps and instructions will be sent in the coming month or so to businesses in the Downtown.

Eight new cans have been added to the Downtown that can be picked up with the new garbage trucks. These will need to be steam-cleaned once a year and that cost will be added to the budget.

- **(ACTION) Flower Beds:** Bob from Memorial Florist brought an example of a hanging basket to the meeting. He explained the benefits of using the baskets: the flowers would not be competing with the trees (as is the case in the flower beds), less watering would be required and everyone could enjoy the flowers – not just the pedestrians.

Banners will be moved to the outside of the polls and hanging baskets will be installed on the inside of the polls. Twenty-nine baskets would be installed in the Downtown district. Flower beds will be brought back to proper height and grasses will be replanted in the corners of the beds. Memorial will store the baskets

during the off season. The cost for the replanting of grasses and mulching is \$4,800 (included in the \$19,140 quoted for the first year of the contract).

Member Sheikh asked about the brackets when the baskets aren't hanging. That problem is already being discussed and holiday décor may be able to minimize the look of the empty brackets. He also asked about the safety of these hanging baskets. Bob said he has one at his home and they have other types at Memorial's location in Appleton. Because of the weight of the basket, he feels wind would not be an issue for them.

Member Brownell questioned whether or not the banners would be needed along with the hanging baskets. Member Birtch explained that the original intent of the banners was to define the district. Executive Director Hessel asked members to search for images of other downtowns with hanging flower baskets and they would see several examples with baskets and banners to get an idea of what it would look like.

Deputy Director Schmidt, Executive Director Hessel, Bob (Memorial Florist), Traffic Engineer Merten, and Superintendent Radtke had a walkthrough of the Downtown last week to discuss the hanging baskets and curbing. It was noticed that several curbs need repaired. The City will take care of repairing those curbs that were identified.

The Mayor suggested developing a sponsorship program to help cover the cost of these baskets.

MSC Gillespie/Brownell, the BID Board to approve the three year contract with Memorial Florist at \$19,140 year one and \$11,890 years two and three. This provides for the purchase of 29 hanging flower baskets (baskets, plants, watering and installation) as well as maintenance to the flower beds, replanting grasses, adding mulch, watering and weeding (all as needed). Motion carried.

Recruitment and Retention:

- **No Meeting / No Report:** Member Gillespie asked if the full \$5,000 budgeted for recruitment tools would be spent. Assistant Executive Director Hanneman said FNI is still working with Element Marketing to develop a folder, web landing page and a directory brochure and the budget will be close to being spent by the end of the year.

Public Relations and Marketing:

- **Recap of Downtown Employee Appreciation Day:** Besides the weather being uncooperative, the 3rd annual Downtown Employee Appreciation Day went very well. Member White said that participants loved the bags donated by 4Imprint and thanked them for their generosity.

Round Table:

Assistant Executive Director Hanneman: Downtown Neenah does have an Instagram page and encouraged members to take a look. She also mentioned that guest bloggers and pvc pipe are listed on Future Neenah's wish list. Guest bloggers are needed for the website and the pvc pipe will be used for one-way foot traffic in the Downtown during the Christmas event.

Member Lang mentioned several events coming up: Hidden History of Doty Island (Sept. 19 Library), Historical Society Pow Wow (Sept. 21 – Shattuck Park), Arts Council Celebrate the Season (Dec. 7), Neenah Rocks (Oct. 3 – several locations).

She also said that there has been a 95,000 person reach for the Pow Wow on Facebook. There is a bush tour tonight for residents of the City of Mashfield.

Future Neenah Updates:

- **Network Neenah: October 1 – Nicolet National Bank**
- **Farmer's Market BooFest – October 19 (final Farmer's Market of the Season)**

- **Neenah Artworks Uncovered:** Manhole covers will be sponsored and painted by local artists – each for \$1,500. The completed manhole cover art pieces will be displayed together for one night only at a pop-up Gallery Night at the Masonic Lodge on October 2nd from 6:00 – 9:00 p.m. The next night, the pieces will be displayed in the Downtown.
- **Log Your Loops:** 525 people have signed up to complete 50 loops of the trail from Memorial Day to Labor Day and will receive a t-shirt from Future Neenah sponsored by ThedaCare. Participants have already been asking what the challenge will be next year.

City of Neenah Updates: City reassessments have gone out. The Fox Cities Marathon will be held this weekend. No details on Downtown Neenah projects are being released as of yet but will be soon. Deputy Director Schmidt passed around a proposed plan found in the archives that detailed Wisconsin Avenue being made into a pedestrian area only.

Mayor Kaufert gave updates:

- The opening of Washington Park was a success. Many people attended and good feedback was heard.
- The townhouse project on Winneconne Avenue has started construction.
- He has begun working on the City budget. There are many large projects that need funded in the coming years and determining priorities will be a big job this year.
- The City has been trying to speak with the railroad about the junk and debris that has been left by the railroad in the corridor along Main Street.
- The schedule for Arrowhead Park is still in the planning stage. Several public entities are doing feasibility studies to determine if the location would be good for their business. The Mayor would prefer a large scale plan to be complete before things start being developed.

Announcements and Future Agenda Items:

- **Next Meeting – October 15**

Adjournment: The Board adjourned at 9:00 a.m.

MSC Bauer/Ziemba to adjourn. Motion carried.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development