

**Minutes of Neenah Central City Business Improvement District Board**  
**April 17, 2018 – 8:00 am**  
**City Hall – Hauser Room**

**PRESENT:** Board Members: Grant Birtch, John Skyrms, Jane Lang, Keith Peters, Sandy White, Bob Gillespie, Michelle Bauer, Umer Sheikh, and Alex Noskowiak. Also present: Amy Barker (Future Neenah, Inc.), Mayor Dean Kaufert, Community Development Chris Haese, 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 February 20, 2018 meeting. Motion carried.**

**Public Appearances:**

- Jessica Martin, the new owner of 300 W. Doty Avenue, introduced herself. She is asking for a sign grant for her new sign. Also, she made the BID aware that damage had been done to her surrounding sidewalks by those who completed the snow removal. Director Barker will look into this. She also made the BID aware that after the completion of the Gateway Building, the light on the south side of Doty and Martens has not been working.

**Financials:**

- Bills for Approval: **MSC Gillespie/Birtch, the BID Board to approve bills in the amount of \$34,080.22. Motion carried.**
- Budget Status Report: The budget is currently showing a large carryover. It will take a bit longer for bills to be fully processed and the next status report will show a number closer to the actual carryover.

**Executive Committee Report:**

- PowerPoint & Hand Outs from March 22 Gathering at Greene's:  
Everyone thought the meeting went well. PowerPoint that was presented was passed out to members. Member Birtch commented that the Annual Operating Plan and budget should be provided at the meeting.

**Recruitment and Retention:**

- (ACTION) Sign Grant – 300 W. Doty Ave.
  - **MSC Skyrms/Gillespie, the BID board to approve the sign grant for 300 W. Doty Ave. All aye.**
- April 3 Joint Meeting with PR
  - Open house will move to May 17<sup>th</sup> from 4-7 p.m. Member White suggested personalized invitations be sent out to certain businesses.
- R&R and PR & Marketing will work together on a marketing packet for the Downtown.

**Public Relations and Marketing:**

- Update from April 12 Meeting:
  - Ultimate Ladies Day will be April 21<sup>st</sup> at the Doubletree Hotel. Help is still needed. Fox 11 will be live from businesses.
  - Vintage Adventure is being renamed "Discover Neenah Downtown Family Day" and will be held on June 16<sup>th</sup>.
  - The Neenah-Menasha Inter-Tribal Pow-Wow will be held September 22<sup>nd</sup>.
  - Keller Williams Downtown Clean Up – May 10.
  - Network Neenah will be May 24<sup>th</sup> at the Ridgeway Country Club from 5-7 p.m.
  - Gift certificate sales – April 21<sup>st</sup> and June 16<sup>th</sup>.
  - Farmer's Market Opening Day – June 16<sup>th</sup>.
- 2018 Farm Market Partnership:
  - This action was tabled due to it not going before the committee.

**Maintenance Committee Report:**

- Update from March 7 meeting:

- FNI put together refuse guide for the restaurants. Translating to Chinese has been discussed.
- Bulb recycling will be May 12-16<sup>th</sup>.
- Next meeting June 12<sup>th</sup> Walking Tour
  - Street ball will be June 9<sup>th</sup> and 10<sup>th</sup>.

**Future Neenah:**

- Memorial for Robert – Picnic Table Plaque
- City of Neenah-Menasha Trestle project update – Cut and Run June 23
  - Construction is ahead of schedule.
- New Downtown Businesses:
  - Jessica Martin has purchased 300 W. Doty Avenue.
  - Buoy – float spa in the basement of the ERA building.
- Future Neenah new maintenance staff – Bill Toben

**City of Neenah:**

- Tax Reform Bill – Opportunity Zones:
  - The Opportunity Zones program provides a tax incentive for investors to re-invest their unrealized capital gains into Opportunity Funds that are dedicated to investing into Opportunity Zones designated by the chief executives of every U.S. state and territory.
  - The city is still investigating what this will mean for them and developers.
- Council will vote on approving a liquor license for Bazaar After Dark (July 19<sup>th</sup>):
  - Location: Commercial Street between Alcott and Wright Ave.
- New Alderperson for District 1: Danae Steele
- Downtown Housing:
  - Developers have been approaching the City regarding housing in the Downtown.
- Homecoming parade route will be reviewed.
- 218-2022 CIP to be sent out this week.
- Traffic Signal Boxes:
  - First traffic signal box (next to Associated Bank) will be dedicated on May 23<sup>rd</sup> at 9:30 a.m.
  - Second box will be dedicated at Bazaar After Dark.

**Announcements and Future Agenda Items:**

None.

**Adjournment:** The Board adjourned at 8:55 a.m.

**MSC Skyrms/Gillespie to adjourn. Motion carried.**

Respectfully submitted,



Samantha Jefferson  
Office Manager, Community Development