

**Minutes of Neenah Central City Business Improvement District Board  
November 19, 2019 – 8:00 am  
City Hall – Hauser Room**

**PRESENT:** Board Members: Alex Noskowiak, Umer Shiekh, Joe Ziemba, Bob Gillespie, LeAnn Wassinger, Sandy White, Jane Lang, and Grant Birtch. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Joe Wenninger (City of Neenah Information Services), Matt Schroeder (City of Neenah Information Services), Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

**Approval of Minutes:** MSC Birtch/Gillespie, the BID board to approve the minutes of the October 15, 2019 meeting. Motion carried.

The line “Member White is considering presidency” will be struck from the minutes.

**Public Appearances:** None.

**Financials:**

- **Bills for Approval:** MSC Birtch/Gillespie the BID Board to approve bills in the amount of \$11,007.06. Motion carried. The line item for decorations is slightly over budget. The additional funds needed will be taken out of the banners budget. This is a replacement year for the tree lights. The cost was approximately \$2,580 and will be split with the City.

Additionally, gift certificate rewards went a bit over budget and funds will be redistributed from other portions of the public relations portion of the budget to cover the difference.

- **Budget Status Report:** The attached budget status report was updated as of the end of October. There have been no applications for Retention and Recruitment grants for 2019. Assistant Executive Director Hanneman redistributed money planned for that fund into savings in anticipation for a Downtown plan in the coming future.

Applications for a sign grant and an awning grant may be coming before the end of December.

**Executive Committee Report:**

- **2020 BID Operating Plan:** Assistant Executive Director Hanneman went over details of the 2020 BID Operating Plan. Two sections she highlighted were Appendix A (budget) and Appendix F (what the BID did in 2019). She also explained that due to the city-wide reassessment, around \$6,000 - \$7,000 of additional revenue is expected from BID assessments.

The Future Neenah Board would like it to be noted that the employees of Future Neenah truly do go above and beyond based on the amount that the BID pays them for their tasks (\$60,000). This increases as the district expands. The last increase the BID paid to FNI for managing the District was when the Gateway Building was constructed.

Member Birtch said he felt the obligation of the board is to provide all of the BID members with the Operating Plan. He suggested that Future Neenah send out a communication with a link to the Operating Plan. This should be done annually.

Member Gillespie questioned why Appendix D and the resolution were missing from the Operating Plan. City Attorney Godlewski is reviewing the plan and will submit a letter. The resolution will be added after the plan is approved by the City Common Council. Member Birtch asked Deputy Director Schmidt to point out to Attorney Godlewski the change regarding audits/reviews – that potentially it can be detailed in the letter.

Member Bauer could not attend the meeting but expressed her support for the plan over email.

**MSC Gillespie/Birtch, the BID Board to approve the 2020 BID Operating Plan. Motion carried.**

**Maintenance Committee Report:**

- **No Meeting/No Report:** The snow map was sent out to BID members. Cowling Property Management will be working in the Downtown. Member Shiekh mentioned the corner of Wisconsin and Commercial. This corner is a continual problem as the snow plows throw snow onto the corner while plowing. Member Birtch suggested that the FNI Maintenance employee use the snow blower on the corner after the plowing.

There is a new Facilities Manager at Alta Resources. She may join the Maintenance Committee.

- **Next meeting is Dec. 11**

**Recruitment and Retention:**

- **No Meeting / No Report**

**Public Relations and Marketing/Future Neenah Updates:**

- A Very Neenah Christmas – December 6<sup>th</sup>
- Countdown to Christmas – December 10<sup>th</sup>-21<sup>st</sup> (social media program)
- Celebrate the Season – December 7<sup>th</sup> (Neenah Arts Council)
- Shop Small Saturday – November 30<sup>th</sup>
- Gift Certificate Rewards – January
- Luminary Pop Up with Cookie Crawl – December 19<sup>th</sup>

**City of Neenah Updates:**

- **IS Director Joe Wenninger – Status of WIFI:** The IS department has been working with consultants to implement WIFI in the Downtown. They have tried to deliver the WIFI via fibers connected to light-poles and building roofs but neither of these options proved feasible. They are working with their consultant to figure out the best plan for implementation. WE Energies power poles may be an option but their requirements are rigorous.

The original budget for the project was \$50,000 but that may need to increase by about \$20,000. Director Wenninger assumes the project will be done by March 2020.

Member Birtch commented on the apparent need for security cameras in the Downtown in some specific areas. Director Wenninger explained that he would recommend footage be taken from the upcoming traffic cameras anticipated for the Downtown. Specific security cameras may take away bandwidth from the patrons in the Downtown trying to use the WIFI.

Mayor Kaufert responded that he is willing to help with the costs of the project. Member Birtch explained that there are capital reserve funds that can be used from the BID budget when costs are established.

Member White suggested that signs indicating cameras on in use may deter people from participating in illegal activity as well.

- **Mayor Kaufert – City Updates:** Member Birtch complimented City staff on their work with the reassessment and communication with citizens. He said the Board of Review went smoothly and only a handful of assessments were appealed at the Board of Review.

Mayor Kaufert discussed ThedaCare moving into the Downtown. While this puts pressure on parking, it will add to those living, shopping, etc. in Neenah and the Downtown. Parking will be a priority in 2020. Ten road constructions are planned for 2020 as well. A plan for a more pedestrian-friendly path/road on Lake Shore Drive is also planned for next year.

- **Deputy Director Schmidt – ESRI Marketplace Data:** Deputy Director Schmidt was able to utilize ESRI data (GIS mapping software) showing total workers in the Downtown during the day, population of the area, median age

of the population, etc. Assistant Executive Director Hanneman will send the data to those members who are interested.

**Round Table:** None.

**Announcements and Future Agenda Items:**

- **No meeting December 17<sup>th</sup> unless special or urgent business requires it.**

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

**MSC Birtch/Gillespie, 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