

Minutes of Neenah Central City Business Improvement District Board

April 16, 2019 – 8:00 am

City Hall – Hauser Room

PRESENT: Board Members: Alex Noskowiak, Brian Gajewski, Sandy White, Umer Sheikh, Jane Lang, George Brownell, 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 Gajewski/Lang, the BID board to approve the minutes of the February 19, 2019 meeting. Motion carried.

Public Appearances: None.

Financials:

- **Bills for Approval: MSC Brownell/Ziemba, the BID Board to approve bills in the amount of \$52,812.33. Motion carried.**
- **Budget Status Report:** Two large draws were made this budget cycle – FNI administrative fees and for spring landscaping.
- **2018 Review in Process:** Baker Tilly will be providing a review of the BID financials this year instead of a full audit. This saved the BID over \$1,000. Baker Tilly had submitted draft and member Noskowiak had a question regarding the draft. This was referred back to Baker Tilly. Assistant Executive Director Hanneman assumes the report will be finished by the June BID Board meeting.

Executive Committee Report:

- **Year in Review Slide Show from Annual Meeting:** The BID Annual meeting was held on March 12, 2019 at Lion's Tail Brewery. Assistant Executive Director Hanneman displayed the power-point detailing the 2018 Year in Review Slide Show that was shown at the Annual Meeting during the BID Board meeting.
- **Prep for Co-Op Partner Meeting:** The Co-Op Partner meeting (City of Neenah, BID Board, Future Neenah) will be held on May 21, 2019 at Miron from 7:30-9:00 a.m. Assistant Executive Director Hanneman handed out the current agreement documents for member review. She asked that each member spend time reviewing these before the meeting. Deputy Director Schmidt asked that if members would like questions answered that are specific to the City to please get those questions to him before the meeting so that he can find the answers.

Member Birtch requested that the City Forester be at the Co-Op meeting.

Recruitment and Retention:

- **March 14 Joint Committees Meeting Update:** The main discussion at this meeting was regarding marketing packets to help attract potential businesses. Several months ago, business owners in the downtown received a similar packet from Downtown Oshkosh. Future Neenah has talked with Element about making a folder packet that could include details about the Downtown that might help in recruitment. A landing page for recruitment on the Future Neenah website was also discussed. For these two item set-ups (marketing packets and online landing page), the cost would be \$4,000. This would only be the design of the marketing packet (no printing) and no maintenance of the webpage (Future Neenah would do this in house). This money was budgeted by the committees for marketing purposes.

The committees also discussed open houses and incentives to work with brokers.

- **(Action) Sandwich Board Grant for Approval (202 W. Wisconsin):** The owner of Fibre (202 W. Wisconsin), has applied for a sandwich board grant for the amount of \$79.95. She will use this as a directional sign for customers to find her door in the alley.
MSC Birtch/Ziemba, the BID Board to approve the application for a sandwich board grant for 202 W. Wisconsin Avenue (Fibre). Motion carried.

- **(Action) Sign Grant for Approval (214 W. Wisconsin):** The owner of Love and Caramel (214 W. Wisconsin), has applied for a sign grant for the amount of \$165.00. This sign is a perpendicular blade sign.
MSC Birtch/Gajewski, the BID Board to approve the application for a sign grant for 214 W. Wisconsin Avenue (Love and Caramel). Motion carried.
- **(Action) Signage Expenditure – Gateway and Downtown:** Signage in the Downtown was discussed. There is a lack of kiosk-type signage that includes wayfinding indicators. The committees have recommended the purchase of four kiosk signs – one in Gateway Plaza and three in the Downtown. The signs are \$1,800 and design is still being considered. The size will be determined by how the sign will be mounted – bolting into the concrete might be a better options than drilling into the concrete (needed for a bigger sign).
MSC Birtch/White, the BID Board to approve the purchase of directional wayfinding signs in the downtown for \$7,200. Motion carried.

Public Relations and Marketing:

- **April 11 Meeting Update:** Shattuck School will be cleaning up the Downtown as volunteers on June 3rd. The Downtown brochure is being updated with a map.
- **Ladies Day Wrap Up:** Ultimate Ladies Day was a huge success. Many participants were new to the Downtown and to Ultimate Ladies Day. Business owners received great feedback and the ballroom setup worked out perfectly. The gift certificate sale revenue was up from last year at 269 rewards used (\$24,591). Two-hundred ninety women attended.
- **(Action) 2019 Market Partnership:** The partnership between the BID and the Farmer’s Market has existed for many years and is a budgeted item. BID businesses will take turns (on a first come/first serve basis) using the booth to showcase their business.
MSC Brownell/Noskowiak, the BID Board to approve the 2019 Farmer’s Market/BID Board partnership in the amount of \$3,000. Motion carried.

Maintenance Committee Report:

- **March 13 Meeting Update:** The winter snow events were discussed at the meeting. It was a bad year for ice and some of the salt bins were stolen. It was a struggle to get some businesses to take care of ice/snow under two inches. Without a maintenance man in the Downtown, it was harder to keep up with the removal. Future Neenah has hired Mike Jacobson for that role.

Steam cleaning the corrals was discussed as well as residents who dump large items. Member Birtch urged business owner’s with upstairs tenants to explain the City large item pick-up rules to their tenants before moving day.

Trash cans that require liners will be replaced with trash cans that can be picked up using the automatic trucks.

Flowers will be planted in the beds after Streetball. The trees and flowers continue to compete with water and the hanging flowers were not an option. The City has said they will not be responsible for the beds. This will be further discussed at the Co-Op meeting.

City of Neenah Updates

- **Comprehensive Plan:** Please see attached Power Point presentation. Deputy Director Schmidt detailed excerpts from the Neenah Comprehensive Plan 2040 involving goals, objectives and action items related to the Downtown.

Announcements and Future Agenda Items:

- **Next Meeting – Co-Op Partners Work Plan Meeting May 21**

Adjournment: The Board adjourned at 9:15 a.m.

MSC Brownell/White 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



Neenah Comprehensive Plan 2040

Downtown Neenah Goals, Objectives and Action Items



Public Input

- Visioning Workshops
- On-Line Survey
- Interactive On-Line Mapping
- Youth Survey

TAKE THE SURVEY

WIN a \$25 Downtown Neenah gift card or a \$10 Neenah Farmer's Market gift card

Plan Neenah 2040

Please take this survey for your chance to win a \$25 Downtown Neenah gift card or a \$10 Farmers Market gift card!

Visioning Workshops

- April 19-21, 2016
- Focus Areas
 - Downtown Neenah/Doty Island
 - S. Commercial Street/Green Bay Road
 - West Side Growth Areas
- 81 total participants



Visioning Workshops – Asset Mapping



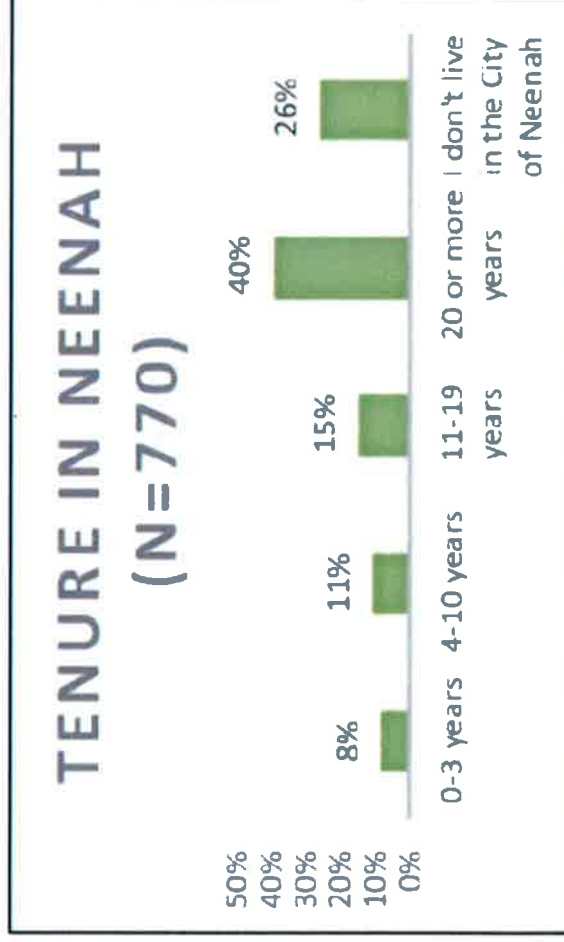
Visioning Workshops – Business District Improvements

- Improve connectivity between Downtown/Doty Island/Downtown Menasha
- More Parking in Downtown
- Need for performing arts venue/outdoor entertainment
- Rooftop patios
- Bike Parking
- More Community Art
- Lakefront Dining
- Add bicycle rental
- Pedestrian improvements at major intersections
- Traffic congestion
- Remove bus depot
- Improve Arrowhead Park
- More access to waterfront



Survey

- 770 Respondents
- Available over summer of 2016
- Majority live in City (74%) and between the ages of 25-54 (57%)



Survey

What makes the City of Neenah a special place to live, work, or visit? (Select your top 3)



FIGURE 3

	Total Responses	
	City Residents (%)	Non-Residents (%)
Downtown Neenah	42%	58%
City Parks	43%	42%
Public access to lakes and river	26%	40%
Friendly Community	35%	34%
Safe Community	47%	26%
Other (please specify)	7%	19%
Trails	13%	16%
Schools (public and private)	32%	15%
Well maintained properties	13%	15%
Walkable Neighborhoods	32%	13%
Variety of job opportunities	5%	10%
	City Residents	Non-Residents
	213	96
	219	70
	134	66
	179	57
	241	43
	35	32
	68	26
	161	25
	67	24
	163	22
	25	16

Survey

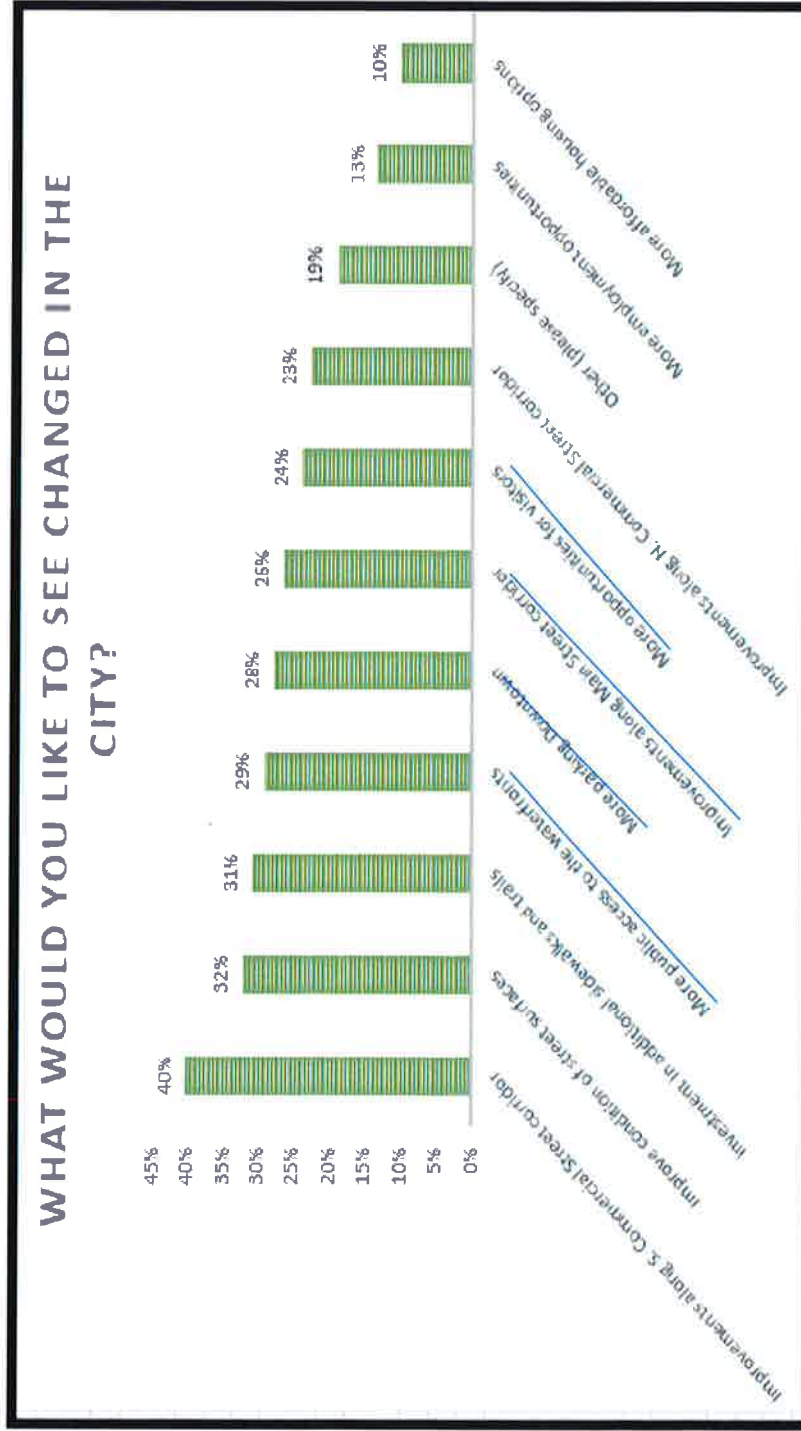
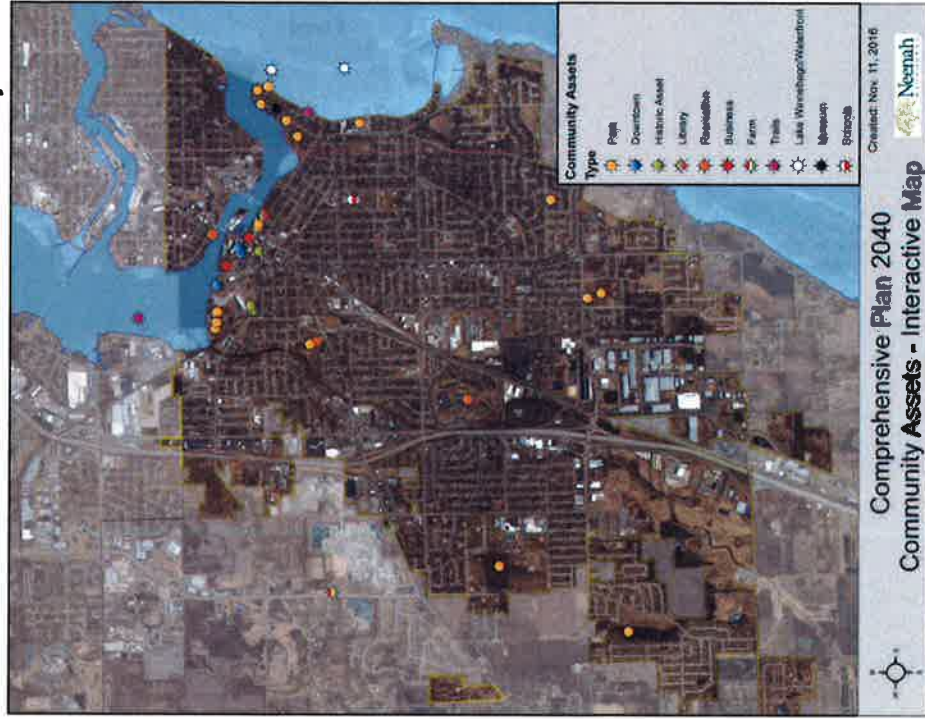


FIGURE 4

	Total Responses			
	City Residents (%)	Non-Residents (%)	City Residents	Non-Residents
Improvements along S. Commercial Street corridor	43%	33%	218	54
Improve condition of street surfaces	37%	16%	191	27
Investment in additional sidewalks and trails	33%	26%	166	43
More public access to the waterfronts	28%	34%	141	56
More parking Downtown	27%	30%	139	49
Improvements along Main Street corridor	26%	29%	131	48
Improvements along N. Commercial Street corridor	23%	24%	115	39
Other (please specify)	21%	13%	107	22
More opportunities for visitors	19%	40%	95	67
More employment opportunities	13%	16%	64	27
More affordable housing options	9%	13%	48	21

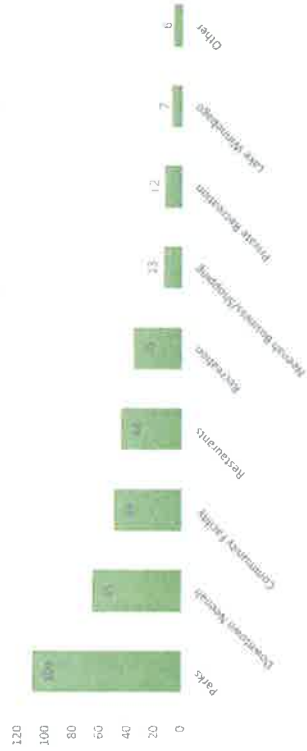
TABLE 2

On-Line Survey

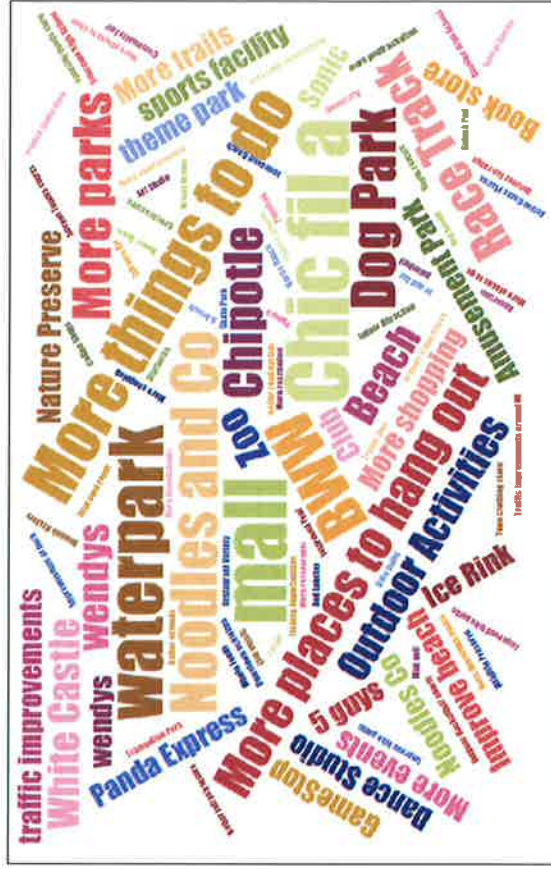


Youth Survey

What are your favorite things to do or places to go in Neenah?



What would you like to see in Neenah that isn't already here?



Neenah High School Asset/Issue Mapping City of Neenah

Community Assets

Group Response Rate (%)

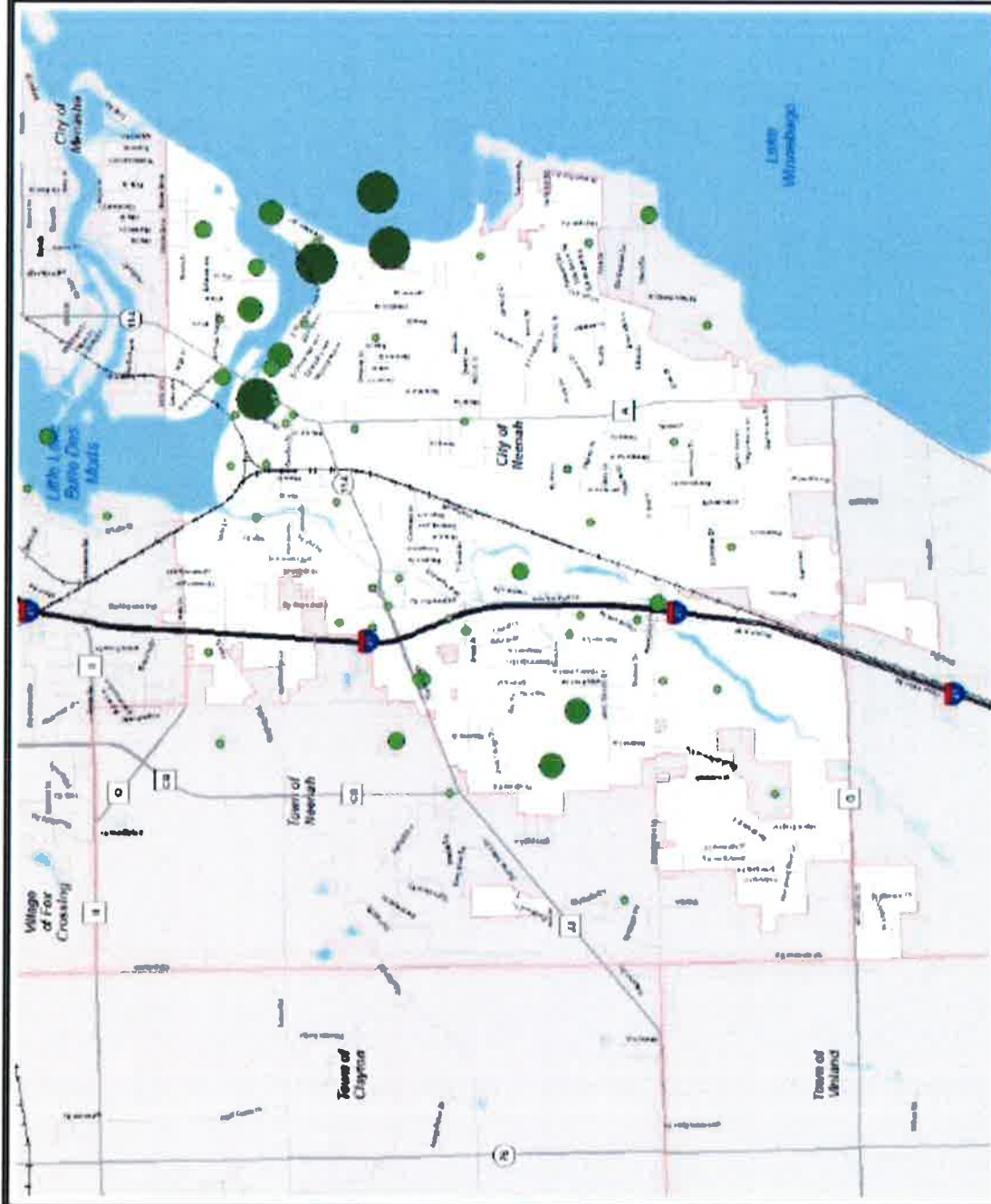
- 5.6% - 16.7%
- 16.8% - 38.9%
- 39.0% - 61.1%
- 61.2% - 77.8%

Top Group Responses (18 Total Groups)

- Riverside Park (78%)
- Downtown Neenah (78%)
- Neenah Pool (72%)
- Lake Winnebago (67%)
- Kimberly Point Park (61%)
- Theda Clark Hospital (56%)



Prepared by City of Neenah, Wisconsin | City of Neenah, Wisconsin | 2019



Action Items

LU 1.4.2 / H 1.4.1 / LU 1.5.5	Increase the amount of residential living space in or near the downtown.	Identify locations for housing in or near the downtown.	Community Development	1 / Ongoing
H 1.4.4	Promote the conversion of underutilized properties for residential and / or mixed uses, if feasible.	Identify properties that may be appropriate.	Community Development, Community Development Authority	1 / Ongoing
ED 2.2.6 / LU 1.5.5	Protect the historic character of the downtown area by adopting historical preservation design standards to enhance and preserve the historical significance of the Central Business District.		Community Development, Landmarks Commission, Neenah Historical Society	2
T 2.1.4	Encourage businesses to provide bicycle parking for employees who bike to work.	Revise zoning code. Update the ordinance to provide an incentive for businesses who provide bicycle parking.	Community Development, Future Neenah, Downtown Businesses, Public Works	2

ED 1.1.1	Create an economic development strategic plan and market study.	Initiate a committee and work with others to develop a plan and market study.	Future Neenah, Doty Island Development Council, Businesses, Consultants	1
ED 2.2.2 / CF 1.1.6	Consider expanding the public wireless broadband system in the downtown business district.	Investigate potential costs and benefits to expanding public wireless.	Future Neenah, Downtown Businesses, Neenah Central City Business Improvement District	2

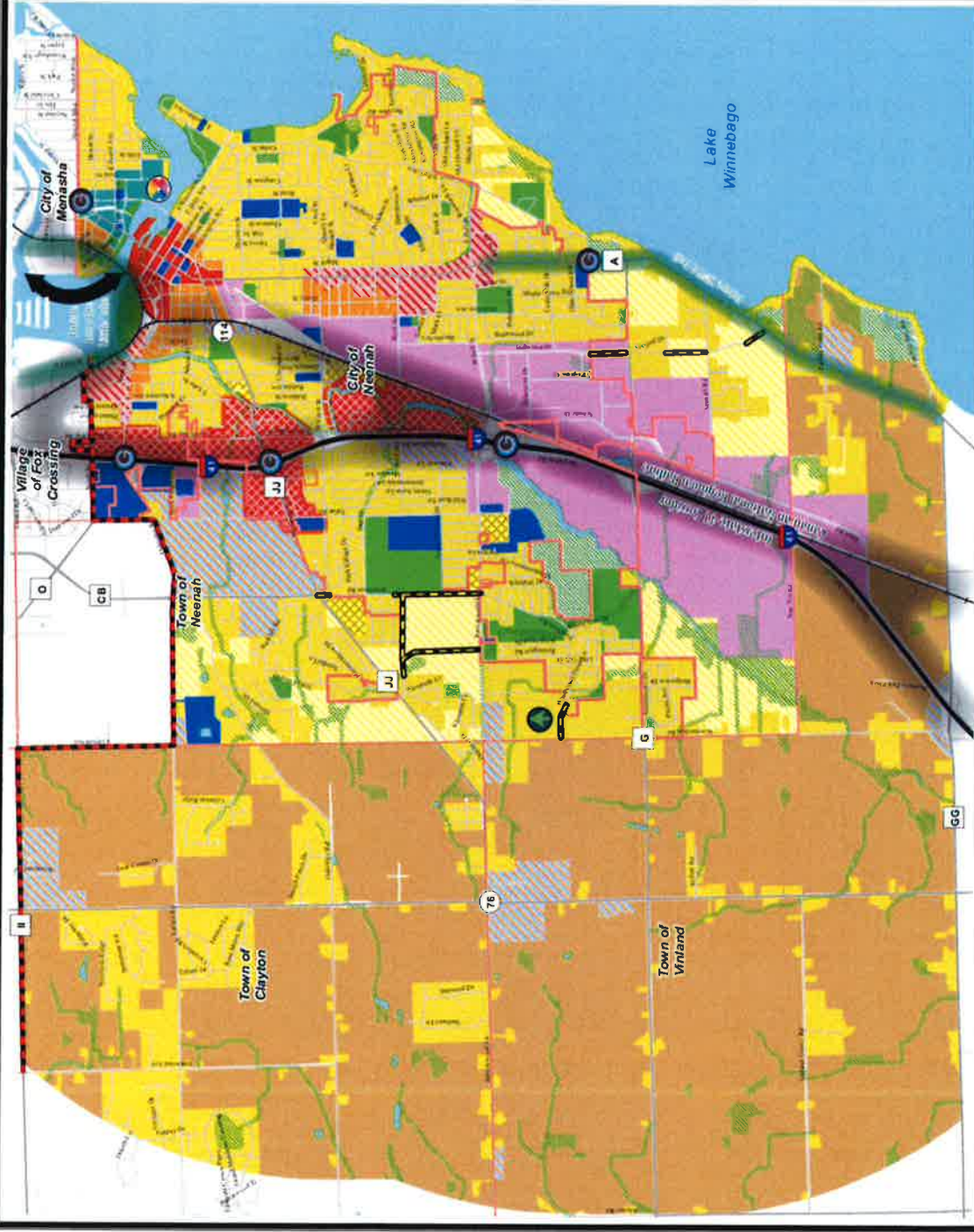
ED 1.6.1	Create a business retention and expansion program	Create a plan to conduct and track business retention visits and provide follow up visits with businesses.	2
IC 1.1.4 / ED 1.7.4	Identify creative methods to collaborate with Future Neenah and the Downtown BID to identify and market available commercial properties in Downtown Neenah.	Work with Future Neenah and the Downtown BID to market available commercial properties downtown.	2
IC 1.1.6	Coordinate with the Fox Cities Chamber of Commerce, the Fox Cities Convention and Visitor Bureau and Future Neenah to better promote amenities and to identify new events and enhance existing events which have a positive economic impact to the City of Neenah.	Promote amenities in the City, and identify new events and enhance existing events.	2
IO 1.2.6 / LU 1.5.6 / LU 1.5.7 / ED 2.3.5 / ED 2.3.6	Strengthen and redevelop existing commercial corridors.	Develop detailed corridor plans for Winneconne Avenue, Bell/Breezewood Avenue, Green Bay Road, Main Street and Commercial Street.	2
IO 1.5.2	Assist business districts to create a unified brand and to incorporate that brand within business signage and street graphics such as banners.	Work with Future Neenah and businesses to develop a brand. The signage and banners should reflect the City's sign format.	2

<p>IO 1.4.2 / IO 1.4.1 / ED 2.2.3 / LU 1.8.7</p>	<p>Create a plan that would identify locations and increase the area of the community's waterfront that is accessible to the public for passive / active recreation, dining and enjoyment.</p>	<p>Develop a plan to increase public waterfront accessibility.</p>	<p>Park and Recreation, Future Neenah, Down Businesses</p>	<p>2</p>
<p>ED 2.2.5 / LU 1.5.5 / IO 1.4.4 / IO 1.4.1 / IO 1.4.2 / ED 2.2.3</p>	<p>Increase cultural, entertainment and recreational opportunities in the downtown.</p>	<p>Develop a plan to increase public waterfront accessibility.</p>	<p>Park and Recreation Commission, Residents, Future Neenah, Community Development</p>	<p>2</p>
<p>H 1.4.7</p>	<p>Develop a Housing Market Analysis to determine housing needs in the City.</p>	<p>Develop a Housing Market Analysis.</p>	<p>Community Development Authority</p>	<p>2</p>

T 1.2.1 / LU 1.5.5	Implement the recommendations in the Downtown Parking Analysis and Management Plan, dated March 2015.	Implement the recommendations in the Downtown Parking Analysis and Management Plan, dated	Downtown Businesses	1
ED 2.2.4 / T 1.2.2	Continue to address downtown parking concerns and issues.	Continue to monitor and address parking concerns in the downtown area.	Public Works, Plan Commission, Community Development, Future Neenah, Downtown Businesses, ECWRPC	Ongoing
ED 2.2.7 / LU 1.5.5 / LU 1.6.3 / T 1.1.1	Improve traffic circulation and address safety access concerns for pedestrian, bicyclists, vehicles and public transit.	Develop a traffic safety plan.	Public Services & Safety Committee	1

MAP 10-1
Neenah City of Neenah
 WISCONSIN Comprehensive Plan
Future Land Use City of Neenah

- Gateway
- Hospital
- Future Park
- VIA Crossing Boundary Agreement
- Utility Road Extension
- Environmentally Sensitive Area
- Community Facility
- Recreational Facility
- Neenah Industrial Corridor
- City Island District
- Downtown Employment Center
- Regional Commercial
- Neighborhood Commercial
- Mixed Use Transitional Area
- Residential Neighborhood Investment Area
- Mixed Use
- High Density Residential
- Low Density Residential
- Rural Conservation Area



* Environmentally Sensitive Areas include floodways, wetlands, and 75 foot hydraulic buffer.
 Source:
 Base Data provided by Winnebago County 2015.
 Planning Boundaries provided by City of Neenah 2016.
 Land Use provided by ECWRPC 2016.



Prepared SEPTEMBER 2017 by
**East Central Wisconsin
 Regional Planning Commission**