

# AGENDA



Neenah Central City Business Improvement District Board  
**Tuesday, November 15, 2022 \*\* 8:00 – 9:00 A.M.**  
**Council Chambers \* City Hall**



1. (ACTION) Approve minutes of October 18, 2022 meeting
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
3. Recruitment and Retention Committee
  - (ACTION) Renewed & Reclaimed Sign Grant
  - (ACTION) Anthology Salon & Co. Sign Grant
4. Financials
  - (ACTION) Bills for Approval
  - Budget Status Report
5. Executive Committee
  - (ACTION) Approval of the 2023 BID Operating Plan (year #21)
  - Thank You of the Month
6. Maintenance Committee Report
  - Next Meeting December 14
7. Public Relations and Marketing Committee
  - See Dates In Sidebar Box →
  - Report from Nov. 10 Meeting
8. Round Table & Information Sharing
  - Biz news & updates from board members
9. Future Neenah Updates
  - A Very Neenah Christmas
10. City of Neenah Updates
  - Downtown Plan Status Update
  - Bus Stop Update
11. Announcements and future agenda items
  - Next Meeting – January 17. No meeting in December, Happy Holidays!

<p><b><u>Dates To Remember:</u></b></p> <p><b>Small Business Saturday</b> November 26</p> <p><b>A Very Neenah Christmas</b> December 2</p> <p><b>Downtown Wish List</b> <b>Gingerbread Scavenger Hunt</b> <b>Letters to Santa Mailbox</b> December 2-21</p> <p><b>Gift With Purchase &amp; Open for</b> <b>Gift Certificate Purchase</b> December 10</p> <p><b>Luminary Night w/</b> <b>Cookie Crawl</b> December 15</p> <p><b>Post-Holiday Gift Cert Sale</b> January 21, 2023</p> <p><b>Warm Your Heart</b> February 11, 2023</p>
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**Minutes of Neenah Central City Business Improvement District Board  
October 18, 2022 – 8:00 am  
Neenah City Hall – Council Chambers**

**PRESENT:** Board Members: Alex Noskowiak, John S kyrms, Tori Dorn, Bob Gillespie, George Brownell, Michelle Bauer, Umer Sheikh, and Christine Rondeau. Also present: Deputy Director Brad Schmidt (City of Neenah Community Development), Director Joe Wenninger, Michelle Dunning (Future Neenah, Inc.), and Office Manager Samantha Jefferson (City of Neenah Community Development).

**Approve minutes of September 20, 2022 meeting:** MSC S kyrms/Noskowiak, the BID Board to approve the minutes of the September 20, 2022 BID Board meeting. Motion passed.

**Public Appearances:** None

**Financials:**

Bills for Approval: **MSC Sheikh/Brownell, the BID Board to approve the bill packet for \$6,804.40. Motion passed.**

Budget Status Report: \$4,000 was transferred to the City to help with the costs of the WIFI project. This was approved in 2021 but was not spent, so it was carryover from last year. Director Wenninger gave a brief update regarding the financials of the project. The cost just for the downtown portion of the project was around \$56,000. Staff has ordered a camera from U.S. Cellular to be placed over the dumpster area behind Marketplace. There is not an ETA just yet on when this will be placed.

WIFI Expenditure: **MSC Sheikh/Brownell, the BID Board to approve \$4,000 to be transferred to the City of Neenah for downtown WIFI project costs. Motion passed.**

**Executive Committee:**

Board Members – Start Your Wish List / Planning for 2023 BID Budget & Operating Plan: Members should start thinking of next year’s wish list and planning items.

Thank You(s) of the Month: Matt from Santé for his help with the Wine Walk.

Report from September 28 Committee Meeting: Member Wenzel will move to the President role – he has been honest about his schedule with opening a new location down south. He said that he cannot commit to being at absolutely every meeting but the rest of the Executive Committee understood and said that they would help cover the gap. Member Rondeau has been suggested to take on the Vice President role. She is considering this.

**Retention & Recruitment Committee:**

AcreVintage Perpendicular Sign Grant (*resubmission*): Last month, a sign grant in the amount of \$410 was approved for 128 ½ W. Wisconsin Avenue. The business owners have had the sign design changed and are reapplying for a different amount.

**MSC Noskowiak/Sheikh, the BID Board to approve a Sign Grant for AcreVintage (128 ½ W. Wisconsin Avenue) for the amount of \$284.82. Motion passed.**

**Maintenance Committee:**

Next meeting December 14th

**Public Relations and Marketing Committee:**

Pre-Holiday Gift Certificate Rewards – November 4-5; Let's Go Downtown – November 10; Small Business Saturday – November 26; A Very Neenah Christmas – December 2; Cookie Crawl & Luminary Pop-Up – December 15

Report from October 13 Meeting: Wine Walk was recapped. 300 tickets were sold (event was sold out). Attendees gave great feedback and loved the event. The committee is considering a staggered start for next year's event. The event brought several new people into the downtown.

The wish list promotion (last year, 6 wishes were granted) will happen again this year. Warm Your Heart is scheduled for February and it was decided that the Summer Sale would still happen in August.

The committee discussed estimates for the Channel 5 holiday promo. The downtown will have a page ad in the 2023 CVB guide.

**Round Table & Information Sharing:**

Bird Scooters will be leaving the city within the next month or so due to winter. While the scooters have been here this year, over 10,000 rides were taken that added up to over 30,000 miles. The City will evaluate the scooters and decide whether to partner with Bird for them to return in 2023. Electric bikes are being considered for the city.

Member Sheikh said that the third floor of Chase Bank will be up for rent as well as the Appearances Salon space.

Renewed and Reclaimed will be in the former Subway space. They are currently in Menasha. Grainworks Old & New will be in the former Cranked space.

**City of Neenah Updates:** The Downtown Plan is still being worked on. Focus and stakeholder groups will be forming within the next few weeks and an open house will be held in early to mid-December.

The bus stop is being relocated to Doty Avenue (between City Hall and the back of the Doubletree Hotel).

**Announcements and future agenda items:** Next Meeting – November 15 – Please be present for approval of the '23 BID operating plan and budget!

MSC Gillespie/Sheikh, the BID Board to adjourn at 8:40 a.m.

Respectfully submitted,



Samantha Jefferson  
Office Manager, Community Development

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**  
**2022 Budget Status Report**  
**As of October 31, 2022**

	<b>ACTUAL October 2022</b>	<b>ACTUAL YTD Total 2022</b>	<b>2022 BUDGET</b>	<b>Budget - Actual</b>
<b>Beginning Balance</b>		\$ 18,387.40	\$ 18,528.44	18,387.40
<b>INCOME</b>				
<b>BID assessment</b>		\$ 143,731.46	\$ 143,731.00	(0.46)
<b>Total Income</b>	\$ -	\$ 162,118.86	\$ 162,259.44	
<b>CENTRALIZED MANAGEMENT</b>	222.72	64,696.30	64,716.00	19.70
<b>PUBLIC RELATIONS</b>	4,451.96	14,096.55	29,740.00	15,643.45
<b>RETENTION and RECRUITMENT</b>	1,048.72	9,295.88	29,000.00	19,704.12
<b>MAINTENANCE</b>	1,081.00	27,058.29	38,800.00	11,741.71
<b>TRANSFER TO SAVINGS</b>	-	-	-	
<b>Total Expenses</b>	\$ 6,804.40	\$ 115,147.02	\$ 162,256.00	\$ 47,108.98

<b>Remaining Funds Available</b>	\$ 46,971.84	\$ 3.44
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**CENTRALIZED MANAGEMENT**

Auto Allowance		-	125.00	125.00
Postage	11.02	33.64	45.00	11.36
Conferences and Meetings	18.00	509.47	450.00	(59.47)
Auditing	-	3,700.00	3,700.00	-
Banking Fees	-	-	96.00	96.00
Professional	-	60,000.00	60,000.00	-
Office Supplies	193.70	453.19	300.00	(153.19)
<b>Total - Centralized Management</b>	\$ 222.72	\$ 64,696.30	64,716.00	\$ 19.70

**PUBLIC RELATIONS**

Outside Printing	-	-	1,100.00	1,100.00
Advertising & Publications	1,175.00	1,848.63	3,000.00	1,151.37
Promotional Activities and Events	1,000.00	5,021.44	7,800.00	2,778.56
Outside Services	150.49	508.45	2,550.00	2,041.55
Secret Shopper	-	-	90.00	90.00
Gift Certificates	2,126.47	6,718.03	15,000.00	8,281.97
Brand Implementation	-	-	200.00	200.00
<b>Total Public Relations</b>	\$ 4,451.96	14,096.55	\$ 29,740.00	\$ 15,643.45

**RETENTION and RECRUITMENT**

Misc. Expenditures	-	5,024.97	\$ 6,000.00	975.03
Awning / Sign Grant	48.72	1,048.72	\$ 2,500.00	\$ 1,451.28
Recruitment Tools	1,000.00	1,000.00	\$ 2,500.00	\$ 1,500.00
Retention Grant Program	-	1,766.67	\$ 12,500.00	\$ 10,733.33
Placemaking Grant Program	-	455.52	\$ 5,500.00	\$ 5,044.48
<b>Total Retention and Recruitment</b>	\$ 1,048.72	\$ 9,295.88	\$ 29,000.00	\$ 19,704.12

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**  
**2022 Budget Status Report**  
**As of October 31, 2022**

	<b>ACTUAL October 2022</b>	<b>ACTUAL YTD Total 2022</b>	<b>2022 BUDGET</b>	<b>Budget - Actual</b>
<b>MAINTENANCE</b>				
Banners	-	1,972.57	2,800.00	827.43
Maint.of Equip / Snow Removal	-	256.50	3,000.00	2,743.50
Waste Removal/Recycle	825.00	9,317.20	9,600.00	282.80
Tree Lights & Holiday Décor	40.00	57.98	400.00	342.02
All Other Supplies	-	375.04	500.00	124.96
Storage Rental	216.00	864.00	720.00	(144.00)
Flower Beds	-	12,905.00	14,500.00	1,595.00
Fixtures & Facilities	-	1,310.00	7,280.00	5,970.00
Total Maintenance Task Force	\$ 1,081.00	\$ 27,058.29	\$ 38,800.00	\$ 11,741.71
<b>Transfer to Savings for Sign</b>		-	\$ -	
Total Expenses	\$ 6,804.40	\$ 115,147.02	\$ 162,256.00	\$ 47,108.98
		<b>Balance</b>		
Capital Reserve Fund	\$ -	26,473.15	\$ 14,473.15	(12,000.00)
Interest Earnings	-	12.72	30.00	17.28
Savings - Signage	-	13,004.45	13,004.45	-
Maintenance Savings *	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 42,690.32	\$ 42,690.32	\$ 30,707.60	\$ (11,982.72)