

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, September 20, 2022 ** 8:00 – 9:00 A.M.
Council Chambers * City Hall



1. (ACTION) Approve minutes of August 16, 2022 meetings
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
3. Financials
 - (ACTION) Bills for Approval
 - Budget Status Report
4. Executive Committee
 - Board Members - Start Your Wish List / Planning for 2023 BID Budget & Operating Plan
 - Thank You of the Month
 - Fall Exec. Committee Meeting – Scheduled for September 28
5. Recruitment and Retention Committee
 - (ACTION) AcreVintage Sign Grant *(not yet received)*
6. Maintenance Committee Report
 - Report From Meeting September 14
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box →
 - Report from Sept. 15 Meeting
8. Round Table & Information Sharing
 - Biz news & updates from board members
9. Future Neenah Updates
 - New Director, Brent Bowman
 - Events – Summer Wrap Up & Fall Prep
10. City of Neenah Updates
 - Downtown Plan Status Update
11. Announcements and future agenda items
 - Next Meeting – October 18

Dates To Remember:

Wine Walk (FNI)

October 1

Pre-Holiday Gift Certificate

Rewards (BID)

November 4-5

Minutes of Neenah Central City Business Improvement District Board
August 16, 2022 – 8:00 am
Neenah City Hall – Council Chambers

PRESENT: Board Members: Alex Noskowiak, Alex Wenzel, John Skyrms, Tori Dorn, Bob Gillespie, Robert Wedge, and Christine Rondeau. Also present: Deputy Director Brad Schmidt (City of Neenah Community Development), Assistant Executive Director Sara Hanneman (Future Neenah, Inc.), and Office Manager Samantha Jefferson (City of Neenah Community Development).

Approve minutes of July 19, 2022 meeting: MSC Gillespie/Skyrms, the BID Board to approve the minutes of the July 19, 2022 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Skyrms/Dorn, the BID Board to approve the bill packet for \$2,512.94. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman reviewed the budget status report.

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: Brehmer Law for the mural they commissioned.

Fall Exec. Committee Meeting – Schedule for September

Retention & Recruitment Committee:

Grant 224 W WI: This grant application is not quite ready as they did not have the number of bids required in yet. This will be postponed.

FYI: Review of all grant opps available to district biz to apply:

- Sandwich Board Grant – 1:1 – up to \$100
- Sign/Awning – 1:1 – up to \$500
- Retention & Recruitment – 2:1 – up to \$5,000
- Placemaking – 1:1 – up to \$500
- Façade – 1:1 – up to \$10,000

Maintenance Committee:

Next meeting September 14.

Public Relations and Marketing Committee:

Ladies Day – September 10; End of Summer Bash Street Dance Concert – August 24; Historical Society Pow Wow – September 17; Wine Walk – October 1; Pre-Holiday Gift Certificate Rewards – November 4-5

Round Table & Information Sharing:

A lease has been signed for the space that was previously Subway. A breakfast/lunch restaurant called NVO will be located in the space.

City of Neenah Updates: Deputy Director Schmidt touched on discussions regarding relocating the transit center. Staff is working with East Central and Valley Transit on this project.

He also gave a reminder that sandwich board signs require a permit through the city and the signs should not block the sidewalk.

Future Neenah Updates: FNI has hired a new director, Brent Bowman.

Announcements and future agenda items: Next Meeting – September 20

MSC Gillespie/Dorn, the BID Board to adjourn at 9:10 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

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

	Balance as of 1/1/2022	ACTUAL August 2022	ACTUAL YTD Total 2022	2022 BUDGET	Budget - Actual
Beginning Balance	\$ 18,387.40		\$ 18,387.40	\$ 18,528.44	18,387.40
INCOME					
BID assessment			\$ 143,731.46	\$ 143,731.00	(0.46)
Total Income		\$ -	\$ 162,118.86	\$ 162,259.44	
CENTRALIZED MANAGEMENT		-	34,473.58	64,716.00	30,242.42
PUBLIC RELATIONS		1,073.80	9,557.60	29,740.00	20,182.40
RETENTION and RECRUITMENT		514.97	2,747.16	29,000.00	26,252.84
MAINTENANCE		924.17	25,045.02	38,800.00	13,754.98
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 2,512.94	\$ 71,823.36	\$ 162,256.00	\$ 90,432.64

Remaining Funds Available

\$ 90,295.50

\$ 3.44

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	125.00	125.00
Postage	-	22.62	45.00	22.38
Conferences and Meetings	-	491.47	450.00	(41.47)
Auditing	-	3,700.00	3,700.00	-
Banking Fees	-	-	96.00	96.00
Professional	-	30,000.00	60,000.00	30,000.00
Office Supplies	-	259.49	300.00	40.51
Total - Centralized Management	\$ -	\$ 34,473.58	64,716.00	\$ 30,242.42

PUBLIC RELATIONS

Outside Printing	-	-	1,100.00	1,100.00
Advertising & Publications	173.63	673.63	3,000.00	2,326.37
Promotional Activities and Events	476.30	4,021.44	7,800.00	3,778.56
Outside Services	-	347.47	2,550.00	2,202.53
Secret Shopper	-	-	90.00	90.00
Gift Certificates	423.87	4,515.06	15,000.00	10,484.94
Brand Implementation	-	-	200.00	200.00
Total Public Relations	\$ 1,073.80	9,557.60	\$ 29,740.00	\$ 20,182.40

RETENTION and RECRUITMENT

Misc. Expenditures	14.97	24.97	\$ 6,000.00	5,975.03
Awning / Sign Grant	500.00	500.00	\$ 2,500.00	\$ 2,000.00
Recruitment Tools	-	-	\$ 2,500.00	\$ 2,500.00
Retention Grant Program	-	1,766.67	\$ 12,500.00	\$ 10,733.33
Placemaking Grant Program	-	455.52	\$ 5,500.00	\$ 5,044.48
Total Retention and Recruitment	\$ 514.97	\$ 2,747.16	\$ 29,000.00	\$ 26,252.84

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

	Balance as of 1/1/2022	ACTUAL August 2022	ACTUAL YTD Total 2022	<u>2022</u> <u>BUDGET</u>	Budget - Actual
MAINTENANCE					
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	7,667.20	9,600.00	1,932.80
Tree Lights & Holiday Décor		-	17.98	400.00	382.02
All Other Supplies		99.17	267.77	500.00	232.23
Storage Rental		-	648.00	720.00	72.00
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		\$ 924.17	\$ 25,045.02	\$ 38,800.00	\$ 13,754.98
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 2,512.94	\$ 71,823.36	\$ 162,256.00	\$ 90,432.64
			<u>Balance</u>		
Capital Reserve Fund	26,473.15	\$ -	26,473.15	\$ 14,473.15	(12,000.00)
Interest Earnings	9.53	-	11.64	30.00	18.36
Savings - Signage	13,078.75	-	13,004.45	13,004.45	-
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 42,761.43	\$ 42,689.24	\$ 42,689.24	\$ 30,707.60	\$ (11,981.64)