



Neenah Central City Business Improvement District Board
Tuesday, September 15, 2026
8:00 A.M.

Hauser Room



1. (ACTION) Approve minutes of August 18, 2026 meeting

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
- 2027 Wish List – Plan for '27 BID budget & Op Plan

4. Executive Committee

- Exec Cmte September 30 meeting @ 8:00am
- Connect Communities Update – App Due Oct 15

5. Maintenance Committee Report

- Report from committee meeting Sept. 9

6. Marketing, Merchants & Events Committee

- Report from Sept 8 Cmte Meeting

7. Recruitment and Retention Committee

- Sign Grant Urban Market (app pending)
- Placemaking Grant Kinley Kay (app pending)
- Reformatting Ret & Recr Grant – Ongoing for '27 roll out
- Ambassador Visits

8. City of Neenah Updates

- Schmidt & Mayor

9. Round Table & Information Sharing

- Biz news & updates from board members

10. Future Neenah Updates

- Alta Alley Complete & Open
- Placer AI Stats from Summer Events
- Reminder DORA is ongoing Wed-Sat, Noon-10pm

11. Announcements and future agenda items

- Next meeting is October 20
- ALL board member needed at November 17 meeting for approval of '27 BID budget & op plan

Upcoming BID or Future Neenah Events:

September 17 = Farm to Table @ The Plaza

October 3 = Old Fashioned Saturday

November 6 & 7 = Gift Certificate Rewards

November 12 = Preholiday Shop & Stroll

December 4 = A Very Neenah Christmas

December 4-6 = Holiday Market

Farmers Market Saturdays thru Oct. 10

** Reminder no '26 ladies day **

** Reminder no '26 cookie crawl **

Other Activities in the District:

Lions Tail Oktoberfest 9.18.26 & 9.19.26

Fox Cities Marathon 9.18.26 - 9.20.26

Grainworks Allocated Drawing 9.19.26

Red Door Fall Frenzy 9.20.26

New BID Committee Members Always Welcome

WISH LIST:

- \$500 sponsorships for 2026 events: *Preholiday Shop & Stroll, Holiday Market*
- A gift of 'joy' for staff – Your kind words and support or 7-Up (*Mike's fav*)
- #SupportLocalEverything – our final wish on this list is for everyone to shop/dine/play locally!



Revitalize, or Die.

Suggested for you · 5 days ago · 🌐



Don't trust anyone that argues aesthetics don't matter or that beauty is entirely subjective. They just want your town to accept less than you deserve.



Minutes of Neenah Central City Business Improvement District Board
August 18, 2026 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Bob Gillespie, Alex Noskowiak, Christine Rondeau, Robert Wedge, Alex Wenzel, Ben Ziemba, Edward Jarvis, Jason Koslowski, Umer Sheikh. Also present: Zack Sheikh, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Ald. Florence Bruno, Community Development Deputy Director Brad Schmidt (City of Neenah Community Development), and Community Development Administrative Assistant Kayla Kubat (City of Neenah Community Development)

I. (ACTION) Approve minutes of July 21, 2026 meeting:

MSC, Gillespie/Bruno, the BID Board, to approve the minutes of the July 21, 2026 BID Board meeting. All voting aye. Motion passed.

II. Public Appearances:

None

III. Financials:

a) (ACTION) Bills for Approval:

MSC, Sheikh/ Noskowiak, the BID Board, to approve the bill packet for \$14,127.56. All voting aye. Motion passed.

Member Gillespie asked about the \$7,500 BID portion for the bump-out tree lights. Assistant Executive Director Hanneman stated the cost was split three ways between Future Neenah, the City and BID.

b) Budget Status Report: The budget status report given to committee members is year-to-date through April 30th.

Assistant Executive Director Hanneman reviewed the larger expenses on the report.

c) 2027 Wish List – Plan for '27 BID budget and Op Plan

Assistant Executive Director Hanneman discussed that planning and budgeting started for 2027. She encouraged the group to start thinking of any items the BID would like to see for next year and to get these items to her.

Member Noskowiak asked if there is a plan for the trees along Wisconsin Avenue. Assistant Executive Director Hanneman stated Neenah has submitted to be a capstone project for a UW-Madison student who would come to the community, do an analysis, and make recommendations.

IV. Executive Committee:

a) Executive Committee to schedule September meeting

V. **Maintenance Committee:**

a) **District Amenities (tree lights, memorial bench)**

Assistant Executive Director Hanneman went over the tree lights that were installed last week. She also went over the addition of a new bench in the 200 block of downtown near Plexus.

b) **Next committee meeting is September 9**

VI. **Marketing, Merchants & Events Committee**

a) **Report from August 11 Committee meeting**

Member Rondeau stated Boogie Street Concert is coming up next week. There will be a Ferris wheel at the event in the 200 block. The billboard on Main Street (Main Street and Lake Street) will be welcoming people to the Downtown for the months of November and December. The Hallmark Christmas contest was brought up to continue to vote everyday for Neenah as the Merriest Christmas Town. A reminder for non-retail businesses to promote gift certificate sales and other events downtown.

VII. **Recruitment and Retention Committee:**

a) **Reformatting Recruitment and Retention Grant – Ongoing**

Assistant Executive Director Hanneman is working on reformatting this grant.

b) **Ambassador Visits – Has everyone completed them?**

Assistant Executive Director Hanneman went over importance of the visits.

VIII. **City of Neenah Updates:**

Deputy Director Schmidt went over the city budget is currently being worked on. It will be available to Common Council and the public in November with adoption to follow. The Zoning Code update is still in progress. There is a workshop scheduled for September 2nd with the Common Council and Plan Commission. This is also open to the public.

IX. **Round Table and Information Sharing:**

a) **Business news & updates from board members**

Assistant Executive Director Hanneman mentioned it is peak season for produce at the farmers' market. J. Anthony Jewelers will have their gem show September 19th. This is an invite only event.

X. **Future Neenah Updates:**

a) **Alta Alley Update**

Assistant Executive Director Hanneman gave an update on the progress and said that a ribbon cutting will take place Wednesday August 26th prior to the Boogie Street Concert.

b) Placer AI stats from Summer Events

Assistant Executive Director Hanneman went over the Placer AI statistics from the Summer Sidewalk Sale.

c) Reminder DORA is ongoing Wed-Sat, Noon-10pm

XI. Announcements and future agenda items:

a) Next meeting is September 15

XII. Adjournment

The Board adjourned at 8:34 a.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Kayla Kubat". The signature is written in a cursive, flowing style.

Kayla Kubat
Administrative Assistant, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2026 Budget Status Report
As of August 31, 2026

	Balance as of 1/1/2026	ACTUAL August 2026	ACTUAL YTD Total 2026	2026 BUDGET	Budget - Actual
Beginning Balance	\$ 22,402.01		\$ 22,402.01	\$ 27,363.00	22,402.01
INCOME					
BID assessment		\$ -	\$ 158,349.64	\$ 158,350.00	0.36
Gift Certificate Revenue ^			\$ 38,500.00	\$ -	(38,500.00)
Total Income		\$ -	\$ 219,251.65	\$ 185,713.00	
CENTRALIZED MANAGEMENT		5,435.00	47,646.61	70,200.00	22,553.39
PUBLIC RELATIONS		141.32	10,192.88	33,290.00	23,097.12
RETENTION and RECRUITMENT		-	6,296.98	27,220.00	20,923.02
MAINTENANCE		8,551.24	39,606.39	55,003.00	15,396.61
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 14,127.56	\$ 103,742.86	\$ 185,713.00	\$ 81,970.14

Remaining Operating Funds Available

\$ 77,008.79

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	-	37.85	245.00	207.15
Postage	-	17.94	65.00	47.06
Conferences and Meetings	-	271.93	610.00	338.07
Auditing	-	3,700.00	3,700.00	-
Banking Fees	-	-	-	-
Professional	5,435.00	43,480.00	65,220.00	21,740.00
Office Supplies	-	138.89	360.00	221.11
Total - Centralized Management	\$ 5,435.00	\$ 47,646.61	70,200.00	\$ 22,553.39

PUBLIC RELATIONS

Outside Printing	-	-	680.00	680.00
Advertising & Publications	-	590.00	6,685.00	6,095.00
Promotional Activities and Events	70.00	4,117.61	9,430.00	5,312.39
Outside Services	6.82	40.09	1,160.00	1,119.91
Gift Certificates	64.50	4,836.15	14,660.00	9,823.85
Brand Implementation	-	609.03	675.00	65.97
Total Public Relations	\$ 141.32	10,192.88	\$ 33,290.00	\$ 23,097.12

RETENTION and RECRUITMENT

Misc. Expenditures	-	5,250.00	\$ 5,750.00	500.00
Awning / Sign Grant	-	-	\$ 1,800.00	\$ 1,800.00
Recruitment Tools	-	-	\$ 4,050.00	\$ 4,050.00
Retention Grant Program	-	46.98	\$ 12,500.00	\$ 12,453.02
Placemaking Grant Program	-	1,000.00	\$ 3,120.00	\$ 2,120.00
Total Retention and Recruitment	\$ -	\$ 6,296.98	\$ 27,220.00	\$ 20,923.02

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2026 Budget Status Report
As of August 31, 2026

	Balance	ACTUAL	ACTUAL		Budget -
	as of	August	YTD Total	2026	Actual
	1/1/2026	2026	2026	BUDGET	
MAINTENANCE					
Banners		-	-	3,250.00	3,250.00
Maint.of Equip / Snow Removal		-	1,776.67	3,750.00	1,973.33
Recycling		877.80	7,270.26	12,250.00	4,979.74
Tree Lights & Holiday Décor		7,500.00	7,500.00	6,720.00	(780.00)
All Other Supplies		173.44	288.98	790.00	501.02
Storage Rental		-	1,200.00	1,600.00	400.00
Flower Beds		-	17,560.48	21,500.00	3,939.52
Fixtures & Facilities		-	4,010.00	5,143.00	1,133.00
Total Maintenance Task Force		\$ 8,551.24	\$ 39,606.39	\$ 55,003.00	\$ 15,396.61
Transfer to Savings		\$ -	-	\$ -	-
Total Expenses		\$ 14,127.56	\$ 103,742.86	\$ 185,713.00	\$ 81,970.14
			Balance		
Gift Certificates Checking Account	\$ 115,014.60	\$ 1,540.00	\$ 76,499.70	\$ -	\$ -
Capital Reserve Fund	16,762.81	\$ -	15,550.96	14,763.00	(787.96)
Excess Revenue from GC Fund	33,500.00	\$ -	69,435.00	33,500.00	
Interest Earnings	1,328.29	158.28	2,325.18	900.00	(96.89)
Savings - Signage	11,071.95		11,071.95	11,072.00	0.05
Maintenance Savings *	3,200.00		3,200.00	3,200.00	-
Reserve Fund Balance	\$ 65,863.05	\$ 158.28	\$ 101,583.09	\$ 63,435.00	\$ (884.80)