

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, September 19, 2023 ** 8:00 – 9:00 A.M.
Neenah City Hall * Council Chambers



1. (ACTION) Approve minutes of August 15, 2023 meeting
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
 - Guest NPD Officer Benoit
3. Financials
 - (ACTION) Bills for Approval
 - Budget Status Report
4. Executive Committee
 - Notes / Cards of the Month
 - Board Members - Start Your Wish List / Planning for 2024 BID Budget & Operating Plan
 - Fall Exec. Committee Meeting – Schedule for September
5. Recruitment and Retention Committee
 - No Meeting, No Report
6. Maintenance Committee Report
 - Report from September 13 Meeting
 - Update from Aug. 17 Neenah Transit Meeting (Skyrms/Gillespie/Sheikh)
 - Review '21 Co-Op Partners Plan
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from September 14 Meeting
8. City of Neenah Updates
 - Lang & Schmidt
9. Future Neenah Updates
 - Events Updates: Wine Walk & Gala
10. Round Table & Information Sharing
 - Biz news & updates from board members
11. Announcements and future agenda items
 - Next Meeting – October 17 Co-Op Partners Meeting
8-10am, Location TBA

Dates To Remember:

Lions Tail Oktoberfest
September 22/23

Wine Walk
September 30

Last Farmers Market of the
Season
October 14

Pre-Holiday Gift Certificate
Rewards
November 3-4

Small Business Saturday
November 25

A Very Neenah Christmas
December 1

Minutes of Neenah Central City Business Improvement District Board
August 15, 2023 – 8:00 am
Neenah City Hall – Council Chambers

PRESENT: Board Members: Alex Wenzel, Michelle Bauer, Robert Wedge, Umer Sheikh, John Skyrms, Bob Gillespie, Tori Dorn, LeAnn Wasinger and Christine Rondeau. Also present: Assistant Executive Director Sara Hanneman (FNI), Traffic Engineer James Merten, Community Development Deputy Director Brad Schmidt, Intern Michael Burrows and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of July 18, 2023 meeting: MSC Skyrms/Bauer, the BID Board to approve the minutes of the July 18, 2023 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Gillespie/Skyrms, the BID Board to approve the bill packet for \$3,273.88. Motion passed.

Executive Committee:

Thank you of the Month: Assistant Executive Director Hanneman thanked Brian Duncan, owner of Grainworks Old and New for their efforts in the downtown and for adding appeal to the entrance to the downtown.

The Executive Committee will meet in September and BID Board members are encouraged to start their 2024 wish lists for the 2024 BID operating plan/budget.

Retention & Recruitment Committee:

Placemaking Grant Request: 116 W. Wisconsin – the owner of Great Harvest has applied for a Place Making Grant to help create a new outdoor seating area.

MSC Rondeau/Shiekh, the BID Board to approve a Place Making Grant request for \$500 for 116 W. Wisconsin. Motion passed. Member Skyrms abstaining.

Maintenance Committee:

Flower Contract 2024: Memorial Florist prepared the BID's Flower Contract for 2024. This includes 29 hanging basket flowers at \$110 each. The remaining cost is for watering and maintenance.

MSC Skyrms/Shiekh, the BID Board to approve the 2024 Memorial Florist contract for \$13,990. Motion passed.

Next meeting: September 13, 2023

Trees/Lighting: A few trees and many branches were lost due to the summer storms and will impact holiday lighting.

Public Relations and Marketing Committee:

Copper Box Concert – August 16; Farm to Table @ The Plaza – August 17; Boogie Downtown – August 23; Ultimate Ladies Day – September 9; Historical Society Pow Wow – September 16; Lions Tail Octoberfest – September 22/23; Wine Walk – September 30; Last Farmers Market of the Season – October 14; Pre-Holiday Gift Certificate Rewards (BID) – November 3-4.

Report from August 10 Meeting: Employee Appreciation Day was a success – stations needed to get more food items several times. Between 1,200 and 1,300 people are signed up for Log Your Loops. Ultimate Ladies Day will be at the Double Tree. 178 women are currently registered.

City of Neenah Updates:

Q&A – Deputy Director Schimdt gave an update about the city-wide revaluation. Member Gillespie asked about security in the downtown and if more can be done.

Member Dorn asked if speed limit reduction in the downtown has been discussed. There are suggestions in the downtown plan to help control speed with bumpouts, narrower roadways, etc.

Valley Transit and the city continue to have discussions regarding the transfer center. Please send comments to the city to be included in conversations.

Marketplace Lot Construction – Traffic Engineer James Merten discussed the reconstruction of the Silver Lot (Marketplace Lot). The lot will be completely closed to vehicular traffic and will take about a month. Closure is expected to begin on August 23rd. Dumpsters will be relocated to the east side of Church Street adjacent to the former bus stop. There is a loading zone intended for deliveries along the east side of Church Street adjacent to Greene's Pour House. Other areas may be available and are being explored. The City is temporarily lifting the permit restrictions in the Blue Lot (Presbyterian Church Lot) during the closure. Business owners should direct employees and customers to this lot. There will be no charge for parking in the blue lot during this time and the City will be providing a free month of parking to Silver and Blue permit holders.

Future Neenah Updates: Assistant Executive Director Hanneman reviewed portions of the Neenah Visitor Profile that was created by the Fox Cities Convention and Visitor's Bureau including points of interest and top areas of origin.

Announcements and future agenda items: Next Meeting – August 19 w/ guest NPD Officer Benoit
October 17 Co-Op Partners Meeting

The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson
Community Development Specialist, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of August 31, 2023

	Balance as of 1/1/2023	ACTUAL August 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Beginning Balance	\$ 20,202.02		\$ 20,202.02	\$ 17,145.40	20,202.02
INCOME					
BID assessment		\$ -	\$ 144,797.11	\$ 144,797.00	(0.11)
Gift Certificate Revenue ^		\$ -	\$ 33,500.00	\$ -	(33,500.00)
Money Market Interest Income			\$ 6.61	\$ -	(6.61)
Total Income		\$ -	\$ 198,505.74	\$ 161,942.40	
CENTRALIZED MANAGEMENT		-	33,460.71	66,846.00	33,385.29
PUBLIC RELATIONS		534.73	11,716.99	28,630.00	16,913.01
RETENTION and RECRUITMENT		500.00	3,563.93	25,000.00	21,436.07
MAINTENANCE		2,239.15	24,776.85	36,464.00	11,687.15
TRANSFER TO SAVINGS		-	-	5,000.00	
Total Expenses		\$ 3,273.88	\$ 73,518.48	\$ 161,940.00	\$ 83,421.52

Remaining Funds Available

\$ 124,987.26

\$ 2.40

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	100.00	100.00
Postage	-	21.78	50.00	28.22
Conferences and Meetings	-	106.33	525.00	418.67
Auditing	-	2,950.00	2,950.00	-
Banking Fees	-	-	96.00	96.00
Professional	-	30,200.00	62,500.00	32,300.00
Office Supplies	-	182.60	625.00	442.40
Total - Centralized Management	\$ -	\$ 33,460.71	66,846.00	\$ 33,385.29

PUBLIC RELATIONS

Outside Printing	-	-	1,070.00	1,070.00
Advertising & Publications	-	630.00	4,000.00	3,370.00
Promotional Activities and Events	187.06	5,118.58	7,300.00	2,181.42
Outside Services	10.49	123.43	600.00	476.57
Secret Shopper	-	-	60.00	60.00
Gift Certificates	141.52	5,620.82	15,500.00	9,879.18
Brand Implementation	195.66	224.16	100.00	(124.16)
Total Public Relations	\$ 534.73	11,716.99	\$ 28,630.00	\$ 16,913.01

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 1,000.00	1,000.00
Awning / Sign Grant	-	500.00	\$ 5,000.00	\$ 4,500.00
Recruitment Tools	-	-	\$ 1,500.00	\$ 1,500.00
Retention Grant Program	-	2,563.93	\$ 15,000.00	\$ 12,436.07

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of August 31, 2023

	Balance as of 1/1/2023	ACTUAL August 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Placemaking Grant Program		<u>500.00</u>	<u>500.00</u>	<u>\$ 2,500.00</u>	<u>\$ 2,000.00</u>
Total Retention and Recruitment		\$ 500.00	\$ 3,563.93	\$ 25,000.00	\$ 21,436.07

MAINTENANCE

Banners	-	1,065.80	2,750.00	1,684.20
Maint.of Equip / Snow Removal	-	940.73	2,500.00	1,559.27
Waste Removal/Recycle	870.74	6,660.87	9,600.00	2,939.13
Tree Lights & Holiday Décor	40.81	40.81	850.00	809.19
All Other Supplies	480.47	1,009.94	650.00	(359.94)
Storage Rental	-	1,080.00	864.00	(216.00)
Flower Beds	-	13,073.29	14,250.00	1,176.71
Fixtures & Facilities	<u>847.13</u>	<u>905.41</u>	<u>5,000.00</u>	<u>4,094.59</u>
Total Maintenance Task Force	\$ 2,239.15	\$ 24,776.85	\$ 36,464.00	\$ 11,687.15

Transfer to Savings for Sign

		-	\$ 5,000.00	
Total Expenses	<u>\$ 3,273.88</u>	<u>\$ 73,518.48</u>	<u>\$ 161,940.00</u>	<u>\$ 83,421.52</u>

			Balance		
Gift Certificates Account	\$ 103,904.20	\$ (1,381.09)	\$ 71,169.77	\$ -	\$ -
Capital Reserve Fund	26,473.15	\$ -	18,061.81	19,473.15	1,411.34
Interest Earnings	13.80	11.52	56.09	13.82	(42.27)
Savings - Signage	13,004.45	-	13,004.45	13,078.75	74.30
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	<u>\$ 42,691.40</u>	<u>\$ 11.52</u>	<u>\$ 34,322.35</u>	<u>\$ 35,765.72</u>	<u>\$ 1,443.37</u>

^ Held in Money Market acct established 4/2023 for revenue recognized from unclaimed gift certificates