

# AGENDA



Neenah Central City Business Improvement District Board  
**Tuesday, April 18, 2023 \*\* 8:00 – 9:00 A.M.**  
**Council Chambers \* City Hall**



1. (ACTION) Approve minutes of February 21, 2023 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
  - 2022 Review – Baker Tilly Was Onsite Week of March 27
  - Gift Certificate Program History – FNI Acct Last
4. Executive Committee
  - Downtown Annual Meeting '22 Year in Review
5. Recruitment and Retention Committee
  - Report from March 2 Meeting
6. Maintenance Committee Report
  - Next Meeting – District Walk Through June 20 Including Full Board
  - Update: Bench Art on Main
  - Light up flake décor ordered
7. Public Relations and Marketing Committee
  - See Dates In Sidebar Box
  - Report from April 13 Meeting
8. City of Neenah Updates
  - Downtown Master Plan
9. Future Neenah Updates
  - 40<sup>th</sup> anniversary date April 27 – all welcome at noon for cake cutting and opening of time capsules
10. Announcements and future agenda items
  - Next Meeting – May 16

### Dates To Remember:

**Spring Fling:**

May 6 Opening Day

**Log Your Loops:**

**Begins May 29**

**Farmer Market Opening Day &**

**Gift Certificate Sale:**

June 10

**Minutes of Neenah Central City Business Improvement District Board  
February 21, 2023 – 8:00 am  
Neenah City Hall – Council Chambers**

**PRESENT:** Board Members: Alex Wenzel, Robert Wedge, John S kyrms, LeAnn Wasinger, Tori Dorn, Bob Gillespie, Alex Noskowiak, Christine Rondeau. Also present: Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

**Approve minutes of January 17, 2023 meeting: MSC Gillespie/S kyrms, the BID Board to approve the minutes of the January 17, 2023 BID Board meeting. Motion passed.**

**Public Appearances:** Matthew Brehmer introduced himself to the board. He is the Managing Partner at Brehmer Law located at 117 W. Wisconsin Avenue.

**Retention & Recruitment Committee:**

Retention and Recruitment Grant 117 W. Wisconsin (Brehmer Law) – Matthew Brehmer discussed his application for this grant and explained that the funds would go towards creating additional spaces within his business so that new attorneys and staff could be employed by the firm.

**MSC Gillespie/Wasinger, the BID Board to approve a Retention and Recruitment grant for Brehmer Law (117 W. Wisconsin) for the amount of \$5,000. Member S kyrms abstained. Motion passed.**

Retention and Recruitment Grant 113 W. Wisconsin (upstairs residential spaces) – Assistant Executive Director Hanneman introduced this grant application (\$5,000) – this grant would be for the replacement of the HVAC system for the three upstairs corporately-leased apartments above Canova’s. She reviewed that, in the past, there are situations in which the Board did approve the grant for residential spaces, however, the Board reduced the amount by half. She explained that ultimately, the funds should be used to help with work that will add to the assessed value of the property and stay with the property through potential changes in uses and/or owners. The Board felt that the main objectives and guidelines of the grant program should be reviewed by the Retention and Recruitment Committee and brought back to the group. For this particular grant request, the Board decided to stay within past precedents and grant half of the amount requested.

**MSC S kyrms/Gillespie, the BID Board to approve a Retention and Recruitment grant for 113 W. Wisconsin) for the amount of \$2,500. Motion passed.**

**Financials:**

Bills for Approval: **MSC Gillespie/Noskowiak, the BID Board to approve the bill packet for \$6,960.36. Motion passed.**

Review – In March/Staff has started make ready list items

Approval of Capital Savings Expenditure for Light Up Flake Décor: **MSC S kyrms/Rondeau, the BID Board to approve the purchase of light up fake décor in the amount of approximately \$8,600. Motion passed.**

The BID does have these funds available currently since starting to save some back each year. This amount would allow for the purchase of 16 flakes.

**Executive Committee:**

Thank you of the Month: The Thank You of the Month is Future Neenah employees Julie and Michelle for their hard work.

**Maintenance Committee:**

Next meeting March 8.

Update: Added a Recycle Dumpster to Marketplace Corral & Made Repairs to Music System

The board discussed somehow indicating which receptacles are for trash and which are for recycling.

Annual District Walkthrough June 20.

**Public Relations and Marketing Committee:**

Spring Scavenger Hunt – March 24 – April 7; Spring Fling – May 6 Opening Day.

Report from February 9 Meeting: Warm Your Heart was sold out and it went very well. 4Imprint donated the bags that were used. The Committee is looking for a new site for Ultimate Ladies Day. Flower beds will again be decorated for Spring Fling and there will be an Easter scavenger hunt. Adam Shea has helped with new photos of the downtown to be used by the BID.

**Round Table & Information Sharing:**

Bird Scooters will be back on March 20<sup>th</sup> if approved by City Council.

**Future Neenah Updates:**

40<sup>th</sup> Anniversary in '23: Future Neenah will be forty years old on April 27<sup>th</sup>.

Stats/Data: The city provided Future Neenah with new ESRI data – business owners can be provided with a copy if requested.

**City of Neenah Updates:**

Arrowhead Plan: Mayor Jane discussed the Arrowhead Park District and the new plan being worked on by RDG. She thanked everyone who has taken the survey and asked anyone who has not to do so. There will be an open house on March 14<sup>th</sup> in the Council Chambers from 5-7 p.m.

Sesquicentennial in '23: The City of Neenah is 150 years old this year – many activities have been planned to celebrate this including the Police Department's scavenger hunt which has started. Lion's Tail will be creating a celebratory beer. A new Council Tree will be planted on Arbor Day, the Mayor's chair will be refurbished (the chair made from the original Council Tree), a bike ride will occur in June and the June 22<sup>nd</sup> Art After Dark will be dedicated to the anniversary. The 150<sup>th</sup> kickoff celebration will be on March 13<sup>th</sup> from 12-1:00 p.m. in the Council Chambers.

**Announcements and future agenda items:** Next Meeting – Downtown Annual Meeting – March 21 at Future Neenah Office – 8:00 – 9:30 a.m.

MSC Skyrms/Gillespie the BID Board to adjourn at 9:00 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Samantha Jefferson", with a long horizontal flourish extending to the right.

Samantha Jefferson  
Community Development Specialist, Community Development