

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, October 18, 2022 ** 8:00 – 9:00 A.M.
Council Chambers * City Hall



1. (ACTION) Approve minutes of September 20, 2022 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
 - (ACTION) WIFI Expenditure
4. Executive Committee
 - Board Members - Start Your Wish List / Planning for 2023 BID Budget & Operating Plan
 - Thank You of the Month
 - Report from September 28 Committee Meeting
5. Recruitment and Retention Committee
 - (ACTION) AcreVintage Perpendicular Sign Grant *(resubmission)*
6. Maintenance Committee Report
 - Next Meeting December 14
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box →
 - Report from Oct. 13 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
11. Announcements and future agenda items
 - Next Meeting – November 15 – please be present for approval of the '23 BID operating plan and budget!

<p><u>Dates To Remember:</u></p> <p>Pre-Holiday Gift Certificate Rewards (BID) November 4-5</p> <p>Let's Go Downtown November 10</p> <p>A Very Neenah Christmas December 2</p>
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In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Neenah will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance, or reasonable accommodation in participating in this meeting or event due to a disability as defined under the ADA, please call the Clerk's Office (920) 886-6100 or the **City's ADA Coordinator at (920) 886-6106 or e-mail attorney@ci.Neenah.wi.us** at least 48 hours prior to the scheduled meeting or event to request an accommodation.

**Minutes of Neenah Central City Business Improvement District Board
September 20, 2022 – 8:00 am
Neenah City Hall – Council Chambers**

PRESENT: Board Members: Alex Noskowiak, John Skeyrms, Tori Dorn, Bob Gillespie, LeAnn Wasinger, and Christine Rondeau. Also present: Deputy Director Brad Schmidt (City of Neenah Community Development), Executive Director Brent Bowman (Future Neenah), Assistant Executive Director Sara Hanneman (Future Neenah, Inc.), Assessment Technician Kayla Kubat (City of Neenah Community Development) and Office Manager Samantha Jefferson (City of Neenah Community Development).

Approve minutes of August 16, 2022 meeting: MSC Gillespie/Sheikh, the BID Board to approve the minutes of the August 16, 2022 BID Board meeting. Motion passed.

Public Appearances: New FNI Executive Director Brent Bowman introduced himself to the board.

Financials:

Bills for Approval: MSC Gillespie/Noskowiak, the BID Board to approve the bill packet for \$36,519.26. Motion passed.

Budget Status Report: Assistant Executive Director Hanneman reviewed the budget status report. Member Gillespie asked if the administrative fees paid to FNI could be made in one installment instead of two. This will be discussed for next year.

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: Sam Scanlan and Trisha Novack for their contributions to Ultimate Ladies Day

Fall Exec. Committee Meeting – Scheduled for September 28

Retention & Recruitment Committee:

Sandwich Board and Sign Grants for 128 ½ W. Wisconsin:

MSC Brownell/Sheikh, the BID Board to approve a Sandwich Board Grant in the amount of \$98. Motion passed.

MSC Sheikh/Noskowiak, the BID Board to approve a Sign Grant in the amount of \$410. Motion passed.

Maintenance Committee:

Report from September 14 meeting: Member Dorn detailed what was discussed at the Maintenance Committee meeting including the garbage corral behind the Marketplace (Executive Director Bowman has purchased a trail camera to watch this area – Joe Wenninger, IS Director at the City, is exploring a

wireless camera for that area), illegal public dumping, construction on Church and Wisconsin (which will continue on during the winter months), parade cleanups (FNI will be talking with the Mayor's Office to coordinate adding cleanup requirements on special event permits), snow removal and replacement flags.

Public Relations and Marketing Committee:

Wine Walk – October 1; Pre-Holiday Gift Certificate Rewards – November 4-5

Ultimate Ladies Day was sold out at 250 tickets. Over \$18,000 in receipts were seen for gift certificate rewards (up from \$11,000 last year). The 2023 Convention and Visitor's Guide was discussed.

Assistant Executive Director Hanneman discussed the upcoming Halloween themed Farmer's Market. The Farmer's Market vendors asked if they could hand out candy to kids that are there. Assistant Executive Director Hanneman wanted to warn business owners that stragglers from the Farmer's Market may walk the downtown expecting trick-or-treating since that was the Saturday that Boofest was traditionally held.

Round Table & Information Sharing:

Assistant Executive Director Hanneman listed future events and reminded members that FNI will be turning 40 years old in 2023 and the City will be turning 150. NVO will no longer be in the building that was previously Subway.

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

Knox Furniture will be holding a warehouse sale on October 15.

The Tailored Hide's front porch will be fixed in the spring.

City of Neenah Updates: October 1 – Mayor's Annual Run/Walk to benefit the Santa Float.

Downtown Plan Update: Deputy Director Schmidt detailed parts of the plan that are being vetted. The steering committee will meet in October and the plan will be finalized by the end of the year.

Member Brownell asked how the Bird Scooter program is going. Office Manager Jefferson said that very little complaints have been coming in. Only a few complaints came from downtown businesses during this trial period and mainly involved where the scooters are parked. Scooters will be removed before the first snowfall.

Announcements and future agenda items: Next Meeting – October 18

MSC Gillespie/Sheikh, the BID Board to adjourn at 9:05 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of September 30, 2022

	Balance as of 1/1/2022	ACTUAL September 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		30,000.00	64,473.58	64,716.00	242.42
PUBLIC RELATIONS		86.99	9,644.59	29,740.00	20,095.41
RETENTION and RECRUITMENT		5,500.00	8,247.16	29,000.00	20,752.84
MAINTENANCE		932.27	25,977.29	38,800.00	12,822.71
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 36,519.26	\$ 108,342.62	\$ 162,256.00	\$ 53,913.38

Remaining Funds Available	\$ 53,776.24	\$ 3.44
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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	60,000.00	-
Office Supplies	-	259.49	300.00	40.51
Total - Centralized Management	\$ 30,000.00	\$ 64,473.58	64,716.00	\$ 242.42

PUBLIC RELATIONS

Outside Printing	-	-	1,100.00	1,100.00
Advertising & Publications	-	673.63	3,000.00	2,326.37
Promotional Activities and Events	-	4,021.44	7,800.00	3,778.56
Outside Services	10.49	357.96	2,550.00	2,192.04
Secret Shopper	-	-	90.00	90.00
Gift Certificates	76.50	4,591.56	15,000.00	10,408.44
Brand Implementation	-	-	200.00	200.00
Total Public Relations	\$ 86.99	9,644.59	\$ 29,740.00	\$ 20,095.41

RETENTION and RECRUITMENT

Misc. Expenditures	5,000.00	5,024.97	\$ 6,000.00	975.03
Awning / Sign Grant	500.00	1,000.00	\$ 2,500.00	\$ 1,500.00
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	\$ 5,500.00	\$ 8,247.16	\$ 29,000.00	\$ 20,752.84

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of September 30, 2022

	Balance as of 1/1/2022	ACTUAL September 2022	ACTUAL YTD Total 2022	2022 BUDGET	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	8,492.20	9,600.00	1,107.80
Tree Lights & Holiday Décor		-	17.98	400.00	382.02
All Other Supplies		107.27	375.04	500.00	124.96
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		\$ 932.27	\$ 25,977.29	\$ 38,800.00	\$ 12,822.71
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 36,519.26	\$ 108,342.62	\$ 162,256.00	\$ 53,913.38
			Balance		
Capital Reserve Fund	26,473.15	\$ -	26,473.15	\$ 14,473.15	(12,000.00)
Interest Earnings	9.53	1.08	12.72	30.00	17.28
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	\$ 42,690.32	\$ 42,690.32	\$ 30,707.60	\$ (11,982.72)