



**City of Neenah**  
**COMMON COUNCIL AMENDED AGENDA**  
**Wednesday, May 7, 2025 at 6:00 PM**  
**Neenah City Hall, 211 Walnut Street**  
**Council Chambers**

- I. Roll Call and Pledge of Allegiance
- II. Greater Fox Cities Convention & Visitors Bureau Update to the City of Neenah by Executive Director Seidl. (Attachment)
  - A. Motion to receive and place on file. **(RollCall-Pro)**
- III. **Proclamations**
  - A. **Poppy Days, May 23 and 24, 2025**
  - B. **Letter Carriers' Food Drive Day, May 10, 2025**
- IV. **Introduction and Confirmation of Mayor's Appointment(s)**
  - A. **Appoint Frank Cuthbert to the Plan Commission for a three-year term ending 2028.**
  - B. **Appoint Flo Bruno as a citizen member of the Neenah Arts Council for a three-year term ending April 2028.**
  - C. **(UC)**
- V. Approval of Council Proceedings
  - A. [Approval of the Council Minutes and Proceedings of April 15, 2025 Organizational and Regular Council Meeting.](#) **(UC)**
- VI. Public Forum
  - A. Speakers should give their name and residential address (not mailing address) and are allowed five minutes to speak on any topic.
- VII. Mayor/Council consideration of public forum issues
- VIII. Consent Agenda
  - A. Temporary Extension of Licenses Premises Application to Greene's Pour House, Robert Greene, for Oktoberfest/Block Party, 134 W Wisconsin Avenue, Neenah, to be held on May 17, 2025, from 1:00 PM to 9:00 PM. **(PSSC)**
  - B. Temporary "Class B" Wine Only Beverage License to Future Neenah, 135 W. Wisconsin Avenue, Neenah, for a Wine Walk in the 100 and 200 Block of W. Wisconsin Avenue, to be held on May 10, 2025 from 11:00 AM to 3:00 PM. **(PSSC)**
  - C. **(UC)**
- IX. Reports of standing committees
  - A. [Regular Public Services and Safety Committee meeting of April 29, 2025:](#) (Chairman Lendrum/Vice Chair Weber) (Minutes can be found on the City website)

1. Committee recommends Council approve the purchase of the Richo Theda 360 Camera and the Canon EOS R6 Mirrorless Camera at a cost not to exceed \$15,000.00 with funding from the Capital Equipment Budget. **(RollCall-Pro)**
2. Receive the approved Special Event Permits. **(Information Only, No Action)**
- B. [Regular Finance and Personnel Committee meeting of April 28, 2025](#): (Chairman Steiner/Vice Chair Erickson) (Minutes can be found on the City website)
  1. Committee recommends Council approve reallocating the \$7,000 in CIP funds for the youth furniture to repair the seawall. **(RollCall-Pro)**
  2. Committee recommends Council approve the transfer of \$60,000 from Doty Park play equipment CIP funding to the Green Park play equipment fund. **(RollCall-Pro)**
  3. Committee recommends Council approve the reclassification of Parks & Recreation Office Manager from Grade 7 to Grade 8. **(RollCall-Pro)**
  4. Committee recommends Council approve the Capital Project Carry Forwards from 2024 to 2025. **(RollCall-Pro)**
  5. Committee recommends Council direct staff to prepare the necessary ordinance and to make the necessary arrangements with the Wisconsin Department Transportation – Division of Motor Vehicles to implement a municipal motor vehicle registration fee starting in 2026. **(RollCall-Pro)**
  6. Committee recommends Council approve the updated Grant Policy. **(RollCall-Pro)**
  7. Committee recommends Council accept the scheduled Finance Timelines as presented. **(RollCall-Pro)**
- C. [Neenah-Menasha Joint Finance & Personnel Committee Meeting of April 22, 2025](#): (Vice Chair Borchardt) (Minutes can be found on the City website)
  1. Committee recommends both the City of Neenah and the City of Menasha authorize the purchase of a used light duty pickup truck for a cost not to exceed \$17,000 with funding to be from FAP money. **(RollCall-Pro)**
- X. Reports of special committees and liaisons and various special projects committees
  - A. [Regular Plan Commission meeting of April 29, 2025](#): (Council Rep Steiner) (Minutes can be found on the City website)
    1. Report on Neenah Housing Study and Needs Assessment Implementation Strategy. **(No Action)**
  - B. [Board of Public Works meeting of April 22, 2025](#): (Vice Chair Lendrum) (Minutes can be found on the City website)
    1. Informational items only, no report.
  - C. Library Board
    1. [Report from the Library Board Meeting of April 16, 2025](#) – Alderman Erickson
  - D. Bergstrom Mahler Museum
    1. Report from the Bergstrom Mahler Museum – Alderman Bruno
  - E. Parks & Recreation Commission
    1. [Report from the Park Commission Meeting of April 17, 2025](#) – Alderman Weber
  - F. Sustainable Neenah Committee
    1. [Report from the Sustainable Neenah Committee Meeting of April 23, 2025](#) – Alderman Linski

- XI. Presentation of petitions
  - A. Any other petition received by the City Clerk's Office after distribution of the agenda.
- XII. Council Directives
- XIII. Unfinished Business
- XIV. New Business
  - A. Any announcements/questions that may legally come before the Council.
- XV. Adjournment

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 e-mail [clerk@neenahwi.gov](mailto:clerk@neenahwi.gov) at least 48 hours prior to the scheduled meeting or event to request an accommodation.



GREATER **FOX**  
CITIES  
APPLETON WI

CVB Update to  
City of Neenah

5.7.25

# Who We Are

- Your Tourism Entity
- November 1985: Formed as a division of the Fox Cities Chamber
- March 1988: Articles of Incorporation as independent 501c6 organization
- Governed by a board of directors
  - Municipal appointees
  - Hotel industry representatives
  - Members at large from hospitality or tourism industry
- 9 staff members



# Mission & Vision

## MISSION

We strengthen the Fox Cities by investing in and promoting our destination.

## VISION

Elevate the Fox Cities as a welcoming, vibrant, year-round destination with diverse experiences.

# Funding

- Budget around \$2.5 million (2024)
- Occupancy tax paid by guests who stay in hotels
- Ordinances in 19 municipalities
  - Not all municipalities currently generate room tax
- Grants
- Sponsorships



# Who We Serve



# How We Do It

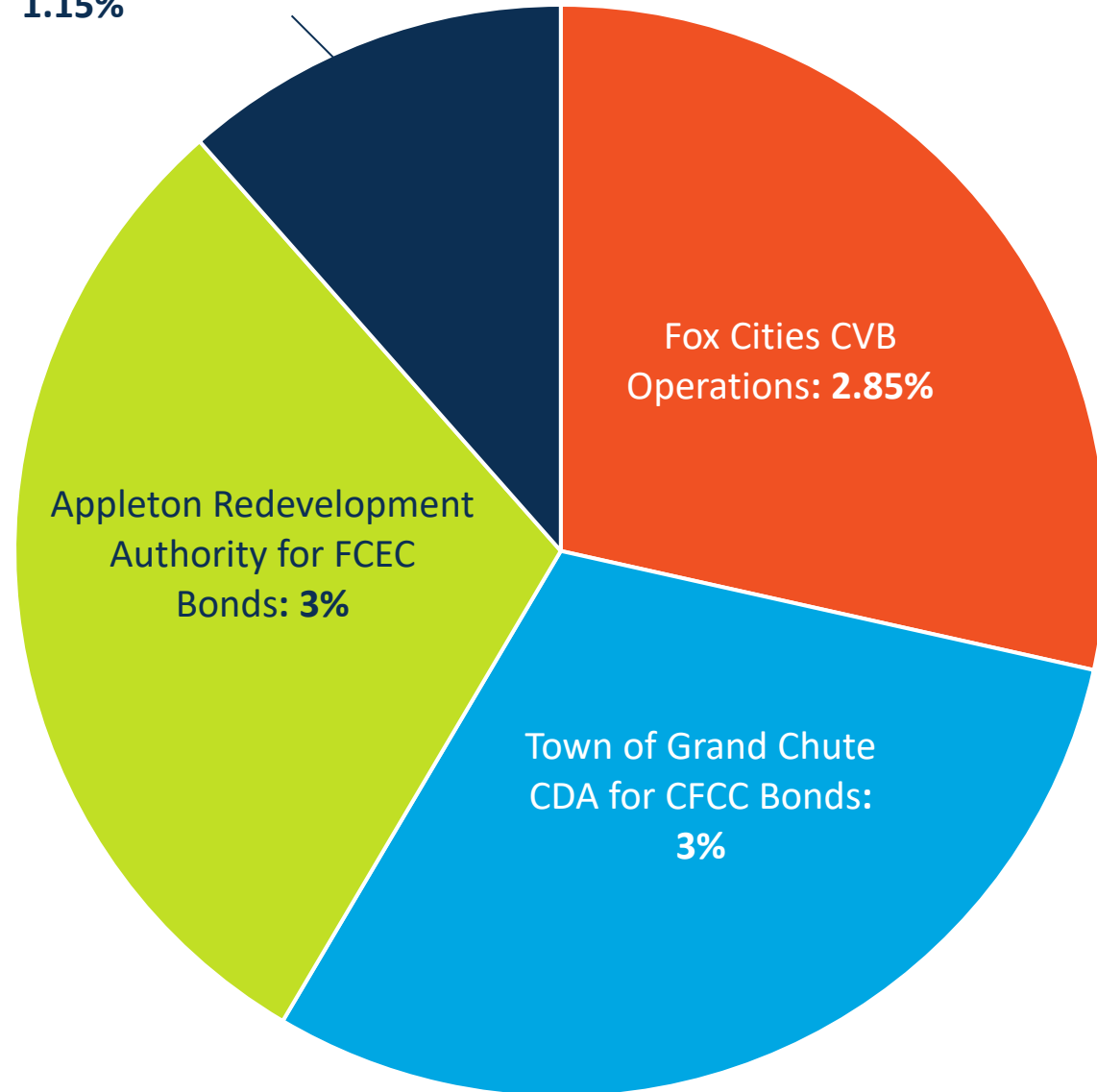
- Leisure Marketing
- Sports Tourism
  - Amateur & professional events and tournaments
  - Youth through adults
- Meetings & Conventions
  - Primarily in-state associations or groups with local members and interests
  - Other relevant niche markets

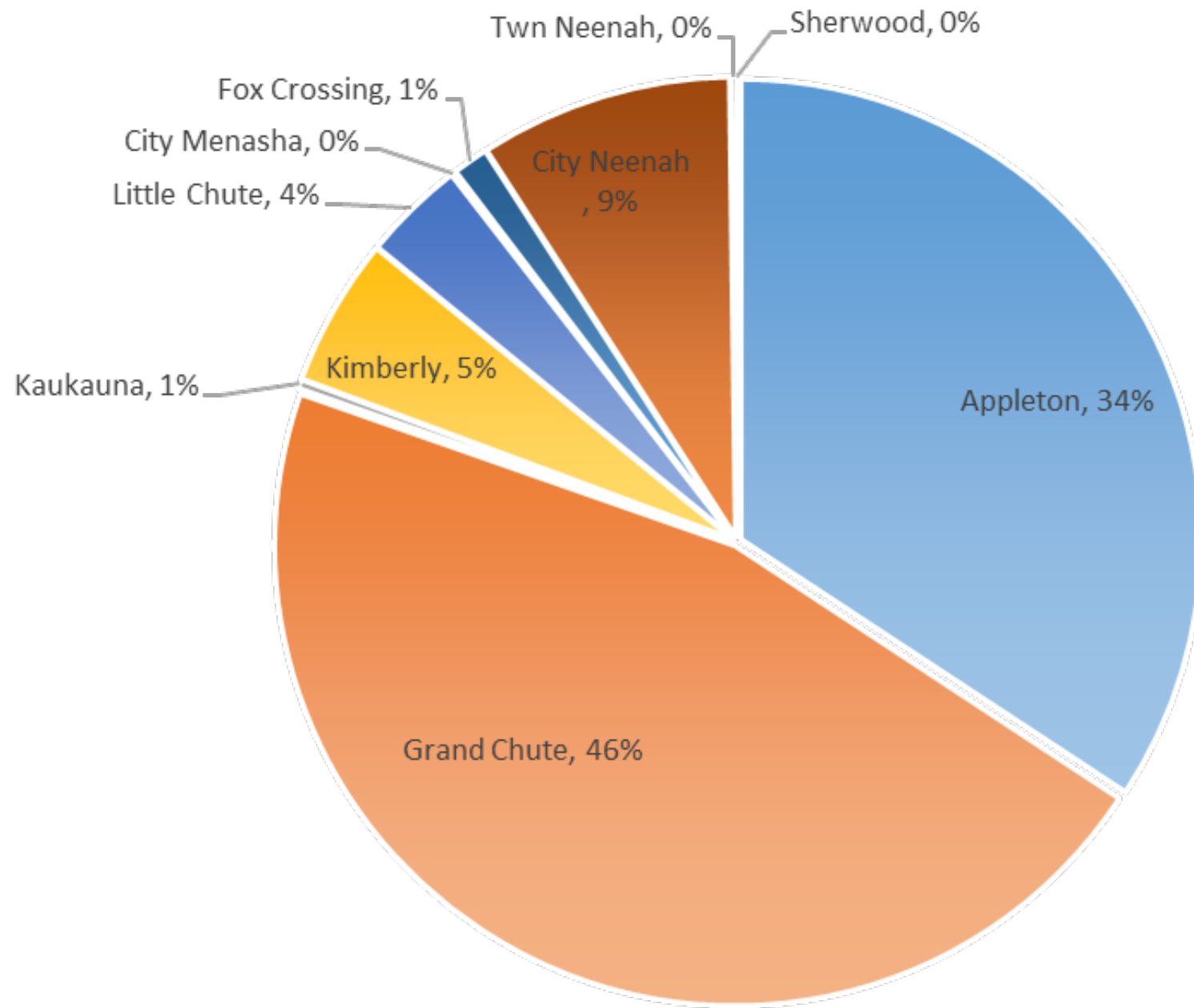


# Fox Cities Room Tax Allocations

Total = 10% Tax

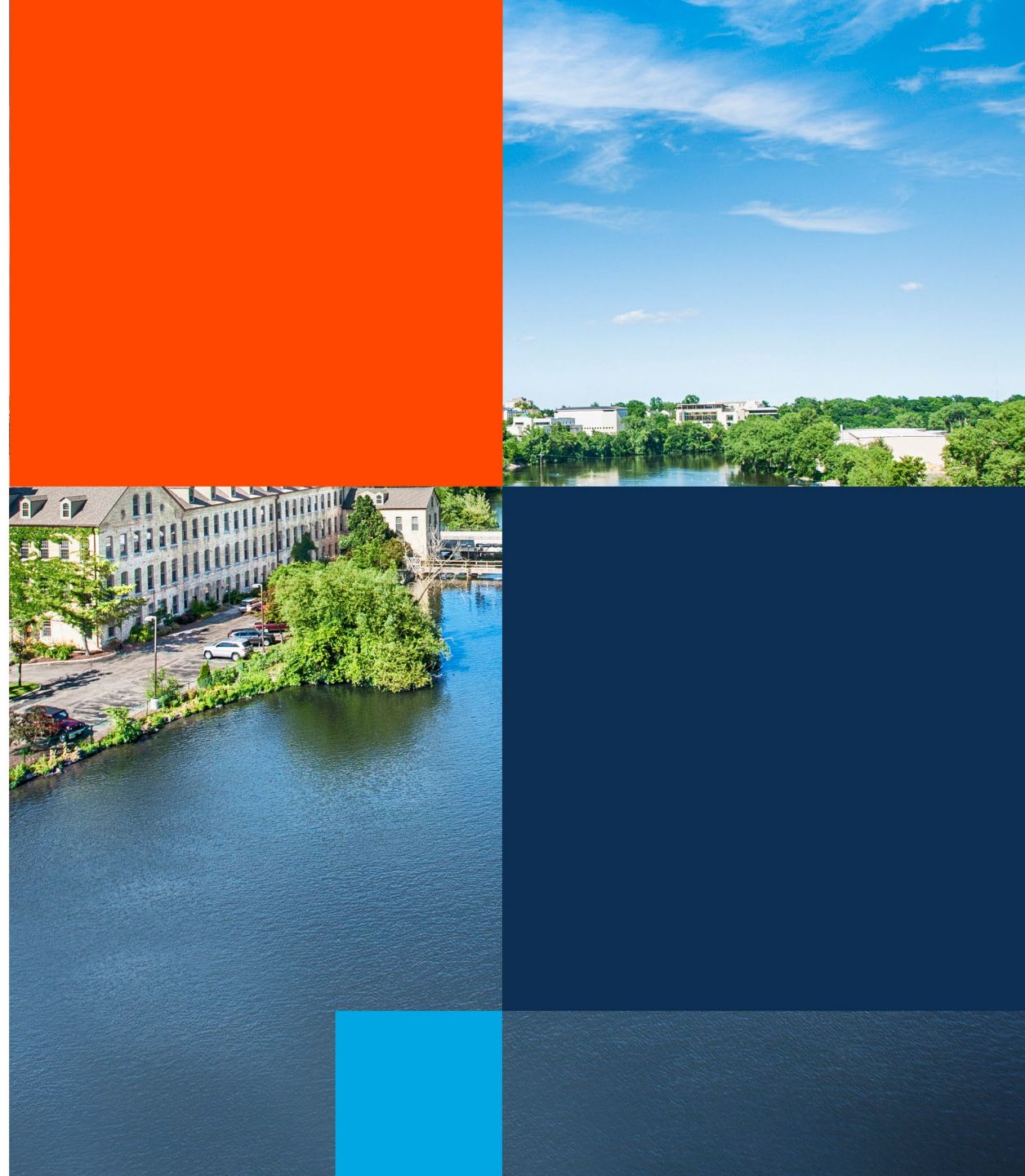
Retained by Municipalities:  
1.15%





# Reinvesting in Our Community

- Room Tax Funded Projects
- Tourism Development Grants



# Room Tax Funded Projects

	Fox Cities Exhibition Center	Community First Champion Center
Cost	\$31 million	\$30 million
Opened	January 2018	November 2019
Building Owned By	City of Appleton	Town of Grand Chute
Operated By	Hilton Appleton Paper Valley	Fox Cities Sports Development
Annual Economic Impact (est.)	\$6 million	\$8 million
FCCVB Role	Sales/marketing support	Administrator Sales/marketing support



# Tourism Development Grants

- More than \$12 million reinvested into the community
- Grants range from \$1,197 to \$1 million
  - Shattuck Park
  - Bergstrom-Mahler Museum
  - Last Light Neenah
  - Neenah Historical Society
  - Fox Cities Trestle Bridge/Loop the Lake



# Economic Impact of Tourism in the Fox Cities – 2023



**\$571M**

Visitor  
Spending



**\$748M**

Total  
Economic  
Impact



**6,783**

Total  
Jobs  
Generated



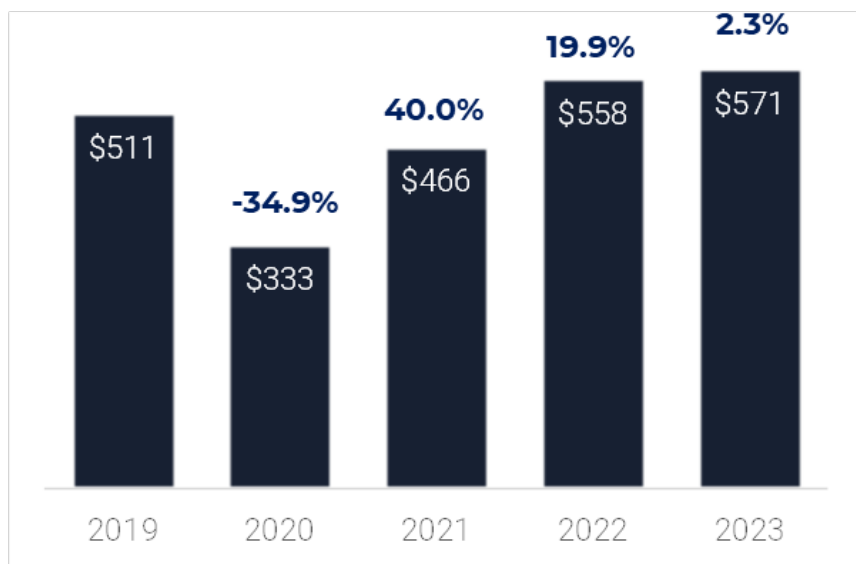
**\$64M**

State & Local  
Taxes  
Generated

# Direct Visitor Spending

## Fox Cities visitor spending

Amounts in \$ millions

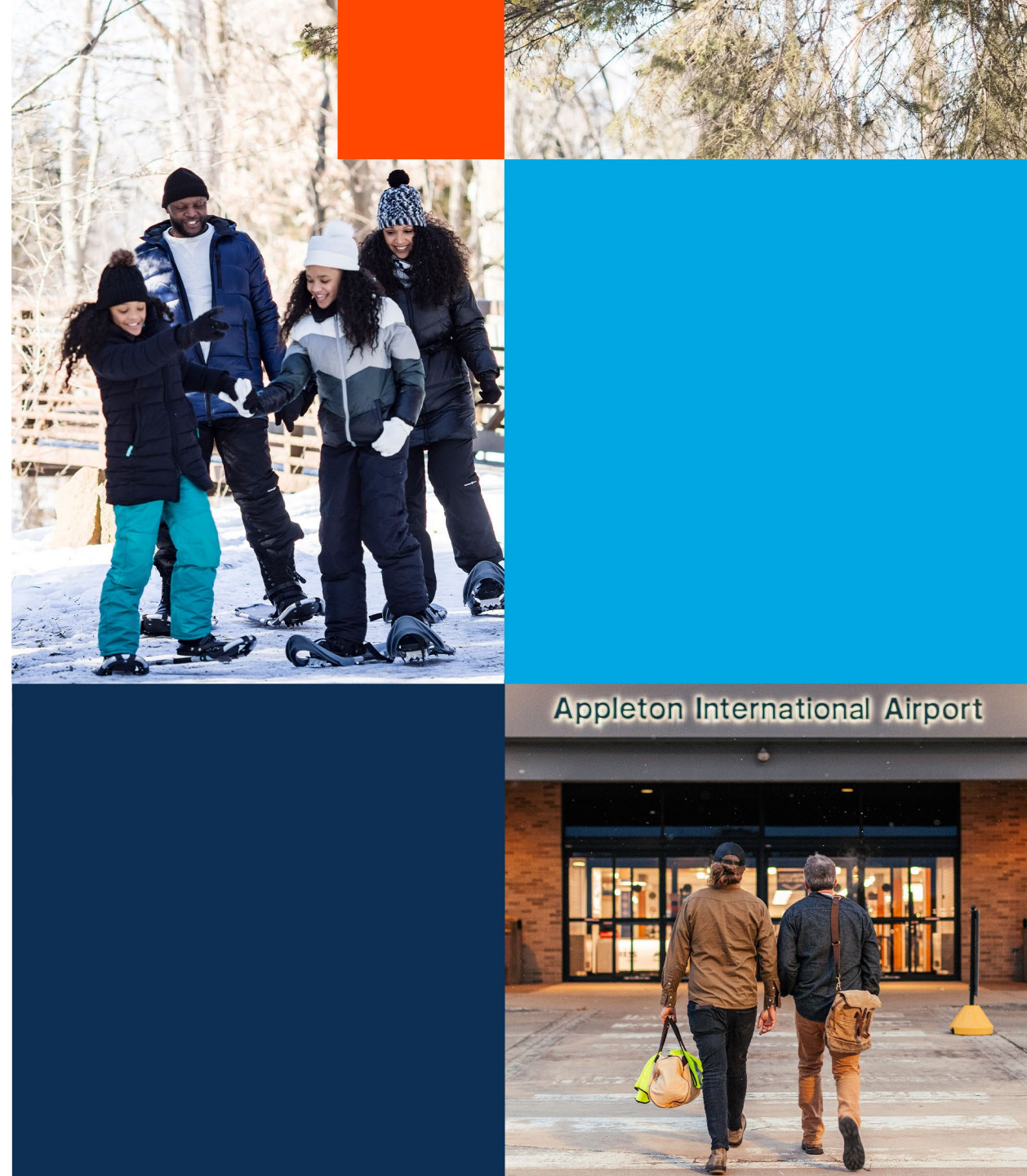


Sources: Longwoods International , Tourism Economics



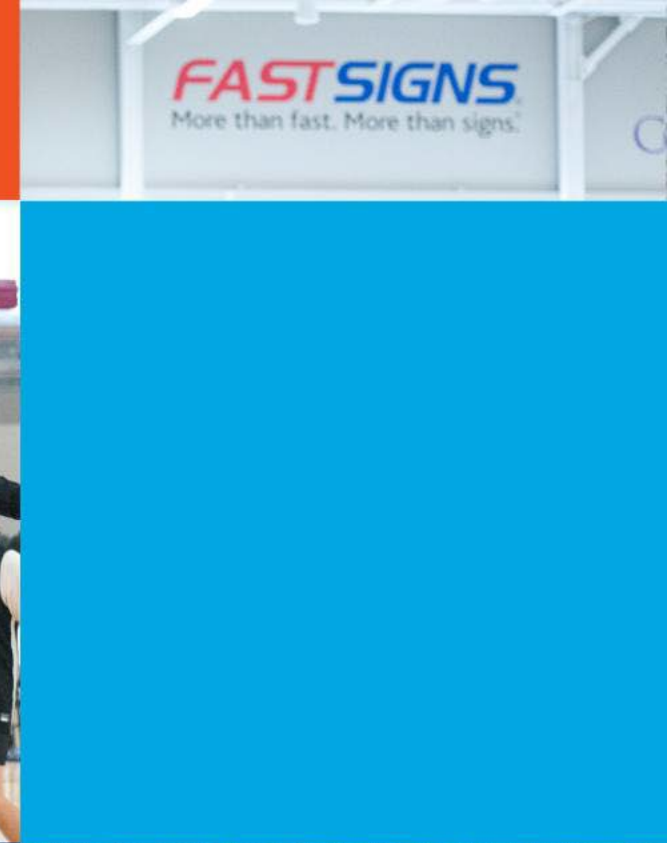
# Tourism = Quality of Life

- Each household in Fox Cities would need to be taxed an additional \$856 per year to replace the tourism taxes received by state and local governments.



# Champion Center 2024 in Review

- 74 tournaments that generated more than \$6,256,640 million in direct visitor spending at businesses in the Fox Cities
  - 48,180 Athletes
  - 82,400 Spectators
- Tournaments and games took place on 50 of 52 weekends
- Roughly 98% of the participants are 18 years old or younger
- “Home Teams” = NHM Hockey, Valley Figure Skating, Lawrence University Women’s Hockey
- Local Impact
  - 8,062 Practice hours
  - 59,000 Practice participants
  - 128 Sports camps




# Fox Cities Exhibition Center 2024 Year in Review\*

- 51 Groups/ Functions
- 56,272 total attendance
- 8,702 hotel room nights

\*Information provided by Hilton Appleton  
Paper Valley Hotel



# Thank you!

 920-734-3358

 pseidl@foxcities.org

 foxcities.org

 213 S Nicolet Rd., Appleton  
M-F 8:00 AM-4:30 PM



Ryan Batley  
General Manager  
Best Western Premier Bridgewood Resort Hotel & Conference Center  
Neenah, WI  
ryanbatley@bwneenah.com

5.7.2025

City Council Members  
City of Neenah  
211 Walnut Street  
Neenah, WI 54956

Dear City Council Members,

As the General Manager of the Best Western Premier Bridgewood Resort Hotel & Conference Center here in Neenah, I want to take a moment to recognize the tremendous economic impact we have experienced because of the Fox Cities Exhibition Center and the Community First Champion Center.

The Fox Cities Exhibition Center has brought business to Bridgewood, both directly and indirectly. As groups gather in downtown Appleton for major conventions and conferences, we have seen an increase in guest room business and some catering opportunities.


Impressive is the continued success of the Community First Champion Center in Grand Chute. The consistent stream of sports tournaments and youth competitions hosted there has made a meaningful impact on our hotel. Many weekends, we host sports teams and their families, resulting in strong room bookings and an increase in our restaurant sales as well. These guests not only contribute to our business but also bring new visibility to the Neenah community and other businesses.

What is especially remarkable is the recent discussion surrounding the expansion of the Champion Center, something initially projected as a 20 year vision. The fact that this conversation is already happening is a testament to the facility's overwhelming success and its role as a true economic engine for the entire Fox Cities region. It speaks volumes about the foresight, planning, and execution that went into these developments, and the benefits they've already returned to our communities.

On behalf of the entire Bridgewood team, I want to express our support and appreciation for the collaborative regional vision that has allowed these venues to thrive. Their continued growth will undoubtedly serve as a catalyst for even greater tourism, hospitality, and economic development throughout Neenah and the Fox Cities.

Thank you for your ongoing commitment to supporting initiatives that positively impact our local economy and enhance the vibrancy of our region.

Sincerely,



Ryan Batley  
General Manager  
Best Western Premier Bridgewood Resort Hotel & Conference Center



Welcome To The  
Premier Life®

Ryan Batley  
General Manager  
ryanbatley@bwneenah.com

Bridgewood Resort Hotel  
& Conference Center  
1000 Cameron Way  
Neenah, WI 54956  
P: (920) 720-8000  
D: (920) 967-4350 x5003  
(800) 514-5206 F: (920) 967-0053  
[www.bwneenah.com](http://www.bwneenah.com)



# Proclamation



## OFFICE OF THE MAYOR CITY OF NEENAH

**WHEREAS**, the annual distribution of Poppies by the American Legion, Neenah Post 33 and the American Legion Auxiliary, Unit 33 have been officially recognized and endorsed by governmental leaders since 1922; and

**WHEREAS**, the Poppies are assembled by disabled veterans, and the proceeds of this worthy fundraising campaign are used exclusively for the benefit of disabled and needy veterans, and the widows and orphans of deceased veterans; and

**WHEREAS**, the basic purpose of the annual distribution of Poppies by the American Legion and Auxiliary is eloquently reflected in the desire to “Honor the Dead by Helping the Living”.

**NOW, THEREFORE, BE IT RESOLVED**, that I, Jane Lang, Mayor of the City of Neenah do declare May 23 – May 24, 2025 to be

### “POPPY DAYS”

and do hereby urge the citizens of this community to recognize the merits of this cause by contributing generously to its support through their donations of Poppies on the days set aside for the distribution of these symbols of appreciation for the sacrifices of our honored dead.

I urge all patriotic citizens to wear a Poppy as mute evidence of our gratitude to the men and women of this country who have risked their lives in defense of the freedoms, which we continue to enjoy as American citizens.

Signed and sealed this 7th day of May 2025



MAYOR OF NEENAH

# Proclamation



## OFFICE OF THE MAYOR CITY OF NEENAH

**WHEREAS**, every year on the on the second Saturday in May, letter carriers across the country collect non-perishable food as part of the nation's largest one-day food drive, distributing the donations to local food banks; and

**WHEREAS**, the Letter Carriers' Stamp Out Hunger Food Drive is just one example of how letter carriers work to make a difference in the lives of those they serve. Since the pilot drive was held in 1991, more than 1.82 billion pounds of food have been collected; and

**WHEREAS**, we recognize all letter carriers for their hard work and their commitment to their communities. All of the food collected in our community stays in our community and we support carriers' efforts to help those in need in our community; and

**WHEREAS**, we also recognize the noteworthy milestone of 33 years that the National Letter Carrier Food Drive celebrates in 2025.


**NOW, THEREFORE, BE IT RESOLVED**, that WE, the City Council of Neenah, Wisconsin, by the authority vested in us, do hereby proclaim this 10<sup>th</sup> day of May 2025, as

### **"LETTER CARRIERS' FOOD DRIVE DAY"**

in the City of Neenah, County of Winnebago, Wisconsin, and we encourage the citizens of our community to support the food drive by placing non-perishable food items in or near your mailbox on Food Drive Day. Your letter carrier will pick it up while delivering the mail – and together, we can all help to feed our hungry.

Signed and sealed this 10<sup>th</sup> day of May, 2025.



  
Jane B. Lang  
MAYOR OF NEENAH

City of Neenah  
Application For Appointment



Name	<u>Frank Cothbert</u>	Date	<u>April 2, 2025</u>
Address	[REDACTED]	Employer	<u>City of Neenah - Library</u>
City, ST Zip	[REDACTED]		
Eve. Phone	[REDACTED]	Day Phone	[REDACTED]
E-mail	[REDACTED]	Fax	[REDACTED]

What appointment are you seeking? You may check more than one box.

- |   |  |
|---|--|
| <input type="checkbox"/> Library Board                              | <input checked="" type="checkbox"/> Park and Recreation Commission |
| <input type="checkbox"/> Committee on Aging                         | <input type="checkbox"/> Board of Appeals                          |
| <input checked="" type="checkbox"/> Plan Commission                 | <input type="checkbox"/> Board of Review                           |
| <input type="checkbox"/> Police Commission                          | <input type="checkbox"/> Emergency Government Committee            |
| <input type="checkbox"/> N-M Joint Fire Commission                  | <input type="checkbox"/> Loan Assistance Board                     |
| <input checked="" type="checkbox"/> Landmarks Commission            | <input type="checkbox"/> Board of Harbor Commissioners             |
| <input checked="" type="checkbox"/> Business Improvement District   | <input type="checkbox"/> Water Works Commission                    |
| <input type="checkbox"/> Board of Health                            | <input type="checkbox"/> N/M Sewerage Commission                   |
| <input checked="" type="checkbox"/> Community Development Authority | <input checked="" type="checkbox"/> Citizen Advisory Committee     |
| <input checked="" type="checkbox"/> Other <u>Arrowhead Park</u>     |  |

Do you currently serve on other boards, commissions, or hold an elected office? ☐ Yes ☒ No Detail Below

Please provide or attach a brief statement outlining your interest and qualifications for this appointment:

I am interested in serving on the above committees. As a citizen of Neenah I have been attending various committee meetings. I feel I can make a positive contribution to the city's future growth.

While working at Gulfstream Aerospace, I was in charge of the two biggest interior completions the company ever contracted. These projects took years to complete. Both were completed on schedule and within budget. I would like to use my program management skills to make projects like Arrowhead Park successful.

Please Sign and Date:

Frank Cothbert

4/02/2025

Please return to the Neenah City Clerk's Office

# City of Neenah Application for Appointment



Name

Address

City, ST Zip

Eve. Phone

E-mail

Date

Employer

Day Phone

Fax

What appointment are you seeking? You may check more than one box.

- ☐ Board of Appeals
- ☐ Board of Review
- ☐ Business Improvement District (BID)
- ☐ Citizen Advisory Committee
- ☐ Committee of Aging
- ☐ Community Development Authority (CDA)
- ☐ Fox Cities Transit Commission
- ☐ Joint Review Board for TIFs
- ☐ Landmarks Commission
- ☐ Library Board
- ☐ Loan Assistance Board

- ☐ N-M Joint Fire Commission
- ☐ N-M Sewerage Commission
- ☒ Neenah Arts Council
- ☐ Neenah Harbor Committee
- ☐ Park & Recreation Commission
- ☐ Parking Task Force
- ☐ Plan Commission
- ☐ Police Commission
- ☐ Sustainable Neenah Committee
- ☐ Water Works Commission
- ☐ Other:

Do you currently serve on other boards, commissions, or hold an elected office? ☒ Yes ☐ No Detail Below

Please provide or attach a brief statement outlining your interest and qualifications for this appointment:  
WI

2025 elected Alderman District 1

Landmarks Commission

Bergstrom Mahler Museum Board of Directors

Attached statement for interest and qualifications

Please Sign and Date:

4/21/2025

Please return to the Neenah City Clerk's Office

**FLO BRUNO**

**NEENAH ART COUNCIL APPLICATION**

**4/21/2025**

These past six months, I attended most of the Neenah Arts Council meetings as an Alderman candidate. I was so welcomed by the committee members, that when they were looking for volunteers for the *Very Neenah Christmas* event, I stepped up immediately. It was a wonderful event for kids and I really appreciated being part of the team that evening.

As a kid and student, I took Beaux-Arts classes, mostly to learn painting techniques, but also to learn about art history. As an adult, Arts and Crafts have remained a part of my life.

This artistic passion also led me to organize events. In France, as President of a public school non-profit association, I organized annual Christmas markets, including art exhibits with students. I also had exhibits planned in France and Florida with and for my daughter, while she took Black and White film photography classes in high school.

Last year, when Future Neenah put out the call for volunteers to decorate tree beds downtown for their annual *Spring Fling*, I immediately stepped up. I adopted a tree close to our Statue of Liberty to honor the French/American friendship represented by the Statue. The three colors blue-white-red, same colors for our two countries, were my theme. I cannot wait for the new *Tiny Doors* event this year...

Already member of the Bergstrom Mahler Museum, I am now going forward as I was recently appointed City Representative for their Board of Directors. Another way to stay in the artistic world...

My involvement in local associations (NMES, Future Neenah, Neenah Woman Tuesday Club, President of Doty Island Community Partners) can also help the Council for communication and marketing purposes, to promote all our events, and to provide our community a better understanding of the importance of Arts in our life.