



Neenah Central City Business Improvement District Board

Tuesday, August 18, 2026

8:00 A.M.

Hauser Room



1. (ACTION) Approve minutes of July 21, 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 to schedule September meeting
5. Maintenance Committee Report
 - District Amenities (tree lights, memorial bench)
 - Next committee meeting is Sept. 9
6. Marketing, Merchants & Events Committee
 - Report from August 11 Cmte Meeting
7. Recruitment and Retention Committee
 - Reformatting Ret & Recr Grant – Ongoing
 - Ambassador Visits – Has everyone completed them?
8. City of Neenah Updates
 - Schmidt & Mayor
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
 - Alta Alley Update
 - Placer AI Stats from Summer Events
 - Reminder DORA is ongoing Wed-Sat, Noon-10pm
11. Announcements and future agenda items
 - Next meeting is September 15

Upcoming BID or Future Neenah Events:

August 26 = Boogie Street Concert

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:

Intertribal Pow Wow is 9.12.26

Lions Tail Oktoberfest 9.18.26 & 9.19.26

Fox Cities Marathon 9.18.26 - 9.20.26

Grainworks Allocated Drawing 9.19.26

New BID Committee Members Always Welcome

WISH LIST:

- \$500 sponsorships for 2026 BID events:
Preholiday Shop & Stroll
- 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!

Minutes of Neenah Central City Business Improvement District Board
July 21, 2026 – 8:00 am
City of Neenah City Hall – Hauser Room – 211 Walnut Street

PRESENT: Board Members: Christine Rondeau, Robert Wedge, Tori Dorn, Ben Ziemba, Jason Koslowski, and Bob Gillespie. Also present: Cari Lendrum (419 11th Street), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

I. (ACTION) Approve minutes of May 19 & June 16, 2026:

MSC Dorn/Koslowski, the BID Board to approve the minutes of the BID Board for the May 19 and June 16 meetings. All voting aye. Motion carried.

II. Public Appearances:

None.

III. Financials:

a) (ACTION) BILLS FOR APPROVAL:

MSC Gillespie/Dorn, the BID Board to approve the bill packet in the amount of \$21,649.54. All voting aye. Motion carried.

b) No Budget Status Report (*June was walking tour*)

IV. Executive Committee:

a) Photo sharing from 2026 BID conference in Fond Du Lac:

Assistant Executive Director Hanneman shared photos from the WEDA & WDAC Academy on Downtowns 101, which took place on June 25, 2026. This featured interactive sessions and a guided tour of Downtown Fond du Lac.

V. Maintenance Committee Report:

a) Any thoughts or follow ups from June Walking tour?

Member Dorn mentioned that her landlord asked that the trees downtown be trimmed away from the buildings due to mice getting in from the trees.

b) District Amenities Arriving (tree lights, flowerpots):

Assistant Executive Director Hanneman reported that there will be new flower planters near 201 West that were donated in memory of a community member. The old bus shelter location now has concrete and decorative items will be placed there. Memorial Florist has

received the treelights that will be going on the trees in the bumpouts and they will be installed soon.

c) Next committee meeting is September 9

VI. Marking, Merchants and Events Committee:

a) Report from June 14 Committee Meeting:

Employee Appreciation Day went very well. Committee Members suggested members from the board help next year as FNI employees need some help on that day. There will be a meeting in October for all downtown businesses about the Holiday Event/Market. The pedestrian alley will remain free from decorations for now to allow for graduation photos and other end of summer photo opportunities. The committee discussed an event that may be like a mini-Mile of Music. Assistant Executive Director Hanneman shared a reel made by an influencer who visited downtown Neenah. The video reach was approximately 4,600 people. The billboard on Main Street (Main Street and Lake Street) will have a "Welcome to Downtown Neenah" message on it in the months of November and December. A donor is paying for one of the months.

VII. Recruitment and Retention Committee

a) Reformatting Retention and Recruitment Grant:

Assistant Executive Director Hanneman is working on reformatting this grant.

b) Placemaking:

FNI staff is working with Community Development Staff to continue to create vibrant spaces including on the vacant lot by Gord's. This is ongoing.

c) Ambassador Visits:

Some BID members have turned in their Ambassador Visit forms. If members have not turned them in, they were encouraged to meet with their assigned entities and to turn in their forms.

VIII. City of Neenah Updates:

Staff continues to work with the developer interested in the warehouse site. Eagle Nation has sold. The budget process is starting soon. Development and construction is still happening by the old Shattuck Middle School. Theda resident housing is fairly completed and residents are moving in. The restaurants on the island that are being developed are still planned. When approached by developers, city staff does discuss island properties.

IX. Future Neenah Updates

a) Alta Alley Updates: Alta Alley will soon be completed. The agreement will be going to City Council in the next few weeks. Everything has been ordered and just needs to be placed.

b) Placer AI Stats from Summer Events:

Executive Director Hanneman shared Placer AI statistics from the Glam Band event and the opening day of the Farmer's Market.

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

X. Adjournment:

The board adjourned at 8:55 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

FUTURE NEENAH, INC
 135 W. Wisconsin Ave.
 Neenah, WI 54956
 Meeting Date: Aug 18, 2026

Phone: 722-1920
 info@neenah.org

Date	FNI Payable TO	Reason	Account	Amount
07/01/2026	Advance Auto Parts	Paint for bench scratches	Maint: All other	17.84 a
07/01/2026	Amazon.com	Cigarette disposal containers	Maint: All other	124.47 b
07/17/2026	Amazon.com	Weed wacker string	Maint: All other	7.19 c
07/17/2026	GFL Environmental	Aug Recycling	Maint: Recycle	877.80 d
07/28/2026	Spotify	50% of monthly Spotify account	PR: Outside Services	6.82 e
07/31/2026	FNI	Sidewalk Sale winners	PR: Events	70.00 f
07/31/2026	Clover Network	July credit card processing - gift certificates	PR: Gift Certificates	64.50 g
08/11/2026	Theisen Supply, Inc	River Rock for pots on corner of Doty & Church	Maint: All other	23.94 h
8/4/2026	Memorial Florists	Everlasting Lights (BID Portion)	Maint: Tree Lights & Holiday Décor	7,500.00 i
			One-time expenses	\$ 8,692.56

8/1/2026	FNI	Monthly Professional Services - August	PR: Professional Services	\$5,435.00
			Recurring expenses	\$5,435.00
			Grand Total Transfer	\$14,127.56

FNI Exec Director
 Approval Signature / Date

 BID Treasurer
 Approval Signature / Date

<u>CENTRALIZED MANAGEMENT</u>	<u>MAINTENANCE</u>	<u>RETENTION and RECRUITMENT</u>	<u>PUBLIC RELATIONS</u>
Auto Allowance	Banners	Misc Expenditures	Outside Printing
Postage	Maint. of Equip/Snow removal	Awning/Sign Grant	Advertising & Publications
Conferences & Meetings	Waste Removal/Recycle	Recruitment Tools & Workshops	Promotional Activities & Events
Auditing	Tree Lights & Holiday Décor	Retention Grant Program	Outside Services
Banking Fees	All Other Supplies	Placemaking Grant	Secret Shopper
Professional	Storage Rental		Gift Certificates
Office Supplies	Flower Beds		Brand Implementation
	Fixtures & Facilities		

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

	Balance as of 1/1/2026	ACTUAL July 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		12,087.12	42,211.61	70,200.00	27,988.39
PUBLIC RELATIONS		4,231.53	10,051.56	33,290.00	23,238.44
RETENTION and RECRUITMENT		1,000.00	6,296.98	27,220.00	20,923.02
MAINTENANCE		4,330.89	31,055.15	55,003.00	23,947.85
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 21,649.54	\$ 89,615.30	\$ 185,713.00	\$ 96,097.70

Remaining Operating Funds Available

\$ 91,136.35

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	37.85	37.85	245.00	207.15
Postage	9.36	17.94	65.00	47.06
Conferences and Meetings	122.37	271.93	610.00	338.07
Auditing	984.00	3,700.00	3,700.00	-
Banking Fees	-	-	-	-
Professional	10,870.00	38,045.00	65,220.00	27,175.00
Office Supplies	63.54	138.89	360.00	221.11
Total - Centralized Management	\$ 12,087.12	\$ 42,211.61	70,200.00	\$ 27,988.39

PUBLIC RELATIONS

Outside Printing	-	-	680.00	680.00
Advertising & Publications	295.00	590.00	6,685.00	6,095.00
Promotional Activites and Events	751.55	4,047.61	9,430.00	5,382.39
Outside Services	13.64	33.27	1,160.00	1,126.73
Gift Certificates	2,685.16	4,771.65	14,660.00	9,888.35
Brand Implementation	486.18	609.03	675.00	65.97
Total Public Relations	\$ 4,231.53	10,051.56	\$ 33,290.00	\$ 23,238.44

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	1,000.00	\$ 3,120.00	\$ 2,120.00
Total Retention and Recruitment	\$ 1,000.00	\$ 6,296.98	\$ 27,220.00	\$ 20,923.02

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

	Balance	ACTUAL	ACTUAL		Budget -
	as of	July	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		1,939.14	6,392.46	12,250.00	5,857.54
Tree Lights & Holiday Décor			-	6,720.00	6,720.00
All Other Supplies		60.72	115.54	790.00	674.46
Storage Rental		400.00	1,200.00	1,600.00	400.00
Flower Beds		71.03	17,560.48	21,500.00	3,939.52
Fixtures & Facilities		1,860.00	4,010.00	5,143.00	1,133.00
Total Maintenance Task Force		\$ 4,330.89	\$ 31,055.15	\$ 55,003.00	\$ 23,947.85
Transfer to Savings		\$ -	-	\$ -	-
Total Expenses		\$ 21,649.54	\$ 89,615.30	\$ 185,713.00	\$ 96,097.70
			Balance		
Gift Certificates Checking Account	\$ 115,014.60	\$ (5,070.00)	\$ 74,959.70	\$ -	\$ -
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	158.05	2,166.90	900.00	61.39
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	\$ 158.05	\$ 101,424.81	\$ 63,435.00	\$ (726.52)

AMBASSADOR VISITS:

BIZ	Contact Name	Email	BID board member assignment
Bon Voyage	Geoff	geoff@bonvoyagebt.com	Ben Ziemba
Cannova's	Debbie	debbierasmus@yahoo.com	Bob Weitz
Cheveux Collective	Alissa	cheveux99@gmail.com	Ed Bruno
Copperstill	Tony or Tom	copperstillbourbonbar@gmail.com	Ben Ziemba
Gord's	Paula or Shawn	luckypaulaj@gmail.com	
		tpitsch@aol.com	
Jessica's beauty & barber	Jessica	jessicasbeautyandbarber@gmail.com	
Just Dzuricks	Kara	justdzuricks@gmail.com	
Kinley Kay & Co.	Kinley	kinley@kinleykay.com	
Laylas Place	Chris	paulson42@yahoo.com	Edward Jarvis
Lily & Sparrow	Courteney	hello@lilyandsparrowco.com	B G
Lyon's Books	Meredith	meredithlyons@gmail.com	Edward Jarvis
My Soul Loves	Sheila	sheilakelley12@gmail.com	Tom
Radiance Spa	Andrew	abliss@radianceSPANeeenah.com	Christine Kondrac
Red Door Mercantile & Evermore	Tina	tina@reddoormercantile.com	FLO BRUNO
Saucy Kitchen	Darren and Jennifer	saucykitchen24@gmail.com	Jason Koslowski
Smile Creations	Dr. Jim Eike	jkheike@aol.com	Christine Kondrac
The Cheese Table	Jon	jon@unionstarcheese.com	Alex Wenzel
The Nail Salon	Warren & Rosalind	thenailsalon@sbcglobal.net	
The Plaza / Globe Coffee	Jess or Lizzy	jess@theplazaneenah.com	Alex Koslowski
		lizzy@theplazaneenah.com	
Westgor Funeral Home	Bob	Bob@westgorfuneralhomes.com	Alex Wenzel

As time allows BID board members could switch places and interview each other at the end of the meeting.

Ambassador Visit Questions

INFORMATION

Date of Interview:

Name of Business:

Business Email Address:

(to receive BID memos, this info is not shared)

Name of Interviewee(s):

Name of Interviewer(s):



YOUR BUSINESS

How many years has your business been operating in Downtown Neenah?

Do you own or lease your place of business? If lease, how many years are left on current lease? Square Feet?

How many employees do you have? Full-time _____ Part-time _____

Hours of Operation: _____

In the next 12-18 Months Do You Plan To: (circle appropriate answer where needed)

(Expand/Move/Close/Sell) (Add/Decrease Employees) Add New Services/Products Change Hours Renovate

What type of new businesses, attractions or activities located downtown would help your business?

DOWNTOWN

What do you like most about conducting business in the Downtown?

What one improvement could be made to the Downtown to make it a better place to do business?

What are the key issues your business is facing to remain competitive and profitable?

Do you feel you would benefit from cooperative partnerships with other downtown businesses for activities such as advertising and promotions?

Where do you and your employees regularly park? What do your employees and customers say about the convenience and availability of parking?

BID Familiarity. Are you aware that the Neenah Central City Business Improvement District has four main goals/objectives including **Maintenance** (snow removal, banners, sweeping, flowerbeds, trash & recycling), **Marketing and PR** (Ladies Day Event, gift certificate program, advertising), **Retention & Recruitment** (Grants: sandwich board sign, retention & recruitment, façade grants, Downtown directory brochure) and **Centralized Management** (the BID board meets the 3rd Tue. of each month at City Hall at 8 a.m. and Future Neenah is the administrative arm of the BID.)

Do you participate in community events? Why or Why Not? Do you get any additional traffic, sales or awareness from them?

Comments/Other: