

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, January 21, 2025

8:00 A.M.

Council Chambers



1. (ACTION) Approve minutes of November 19, 2024 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

Dates To Remember:

January 25: Gift Certificate Sale
February 8: Warm Your Heart
Ongoing Winter = Last Light: Neenah (NEW)

4. Executive Committee

- Welcome new board president Rondeau!
- Welcome new board member Ziemba!

5. Recruitment and Retention Committee

- No Meeting, No Report
- (ACTION) Ret & Recr Grant for Approval (145 W WI) - **pending**

6. Maintenance Committee Report

- Next Meeting March 12

7. Public Relations and Marketing Committee

- See Dates in Sidebar Box
- Report from Jan. 9 Meeting

8. City of Neenah Updates

- Schmidt & Lang

9. Round Table & Information Sharing

- Biz news & updates from board members

10. Future Neenah Updates

11. Announcements and future agenda items

- Next meeting is Feb. 18, 2025

WISH LIST:

- \$500 sponsorships for Spring Shop n' Stroll '25, Shop Small March '25 Promo
- A gift of 'joy' for staff – Your kind words and support! (or Sprite & Diet Dr. Pepper)
- #SupportLocalEverything – our final wish on this list is for everyone to shop/dine/play locally!

**Minutes of Neenah Central City Business Improvement District Board
November 19, 2024 – 8:00 am
Council Chambers – Neenah City Hall**

PRESENT: Board Members: Alex Wenzel, Ald. Mark Ellis, LeAnn Wasinger, George Brownell, Tori Dorn, Bob Gillespie, Michelle Bauer and Christine Rondeau. Also present: Kevin Lisowe (Great Harvest Bread), Mayor Jane Lang, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Community Development Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of October 15, 2024 meeting: MSC Ellis/Gillespie, the BID Board to approve the minutes of the October 15, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Rondeau/Bauer, the BID Board to approve the bill packet for \$9,784.78. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman discussed the refund for Ultimate Ladies Day – this was due to tickets not covering the full cost of the event due to a necessary change of venue. The BID paid the difference in cost.

Executive Committee:

2025 Operating Plan - **MSC Ellis/Gillespie, the BID Board to approve the 2025 BID Operating Plan. Motion passed.**

Assistant Executive Director Hanneman pointed out a few items in the 2025 BID Operating Plan. This included Appendix F (2024 Annual Report) and Appendix A (Proposed Budget). The BID Assessment will bring in around \$160,000 in 2025.

Snow removal will be revised in this next year and will include anything over a flurry or trace. Cowling will be doing the work if it is anymore than this. This company does have other contracts so businesses will still be responsible for some snow.

Community Development will help to fund Placer AI.

The Future Neenah Board approved the 2025 BID Operating Plan on November 18, 2024.

Thank you's for the month *to* the BID Board - Assistant Executive Director Hanneman sent around a Thank You to the BID for sponsoring the Wine Walk event and the Farmer's Market. The Board thanked Assistant Executive Director Hanneman for her hard work on events and the operating plan.

Members were able to sign a welcome note for the new business Saucy Kitchen.

Retention & Recruitment Committee:

No Meeting, No Report

Maintenance Committee:

Next Meeting December 11

Public Relations and Marketing Committee:

December 6 = A Very Neenah Christmas; December 12 = Luminary Night w/Cookie Crawl; December 14 = Office Open Sat. for Gift Cert purchases (no sale – regular buys) 10 a.m. – 2 p.m.; Ongoing Fall//Winter = Last Light: Neenah (New)

Report from Nov. 12 Meeting: The Plaza opening weekend is November 22-24. *A Very Chappel Falls Christmas* will be released on December 1 and features many Neenah locations and events. Small Business Saturday is November 30, 2024. Channel 5 will be doing a promo for seasonal events. A gift certificate sale/scratch and win promo will be on December 14. 238 people attended Shop and Stroll. Instead of decorating flower beds for Spring Fling this coming year, the Neenah Arts Council will be coordinating a project consisting of making and placing tiny doors in the downtown.

Member Ellis commented that A Very Neenah Christmas used to be a two-day event and potentially it should be considered to be moved back to two-days. Member Dorn suggested that more communication be given to businesses regarding A Very Neenah Christmas.

City of Neenah Updates:

2025 City Budget will be going to Council November 19th. Progress on Arrowhead continues with Graef continuing planning efforts.

Round Table and Information Sharing:

The Board thanked Member Wasinger for her work on the BID Board. This was her last meeting.

Future Neenah Updates:

A sponsor has been found for the Warm Your Heart Event. Last Light Neenah will be having a soft launch with 7 projectors. Old Fashioned Saturday was at the end of October and was very well attended. Staff is working hard on holiday event planning.

Announcements and future agenda items:

Next meeting: January 21 (no meeting in December unless necessary)

The Board adjourned at 9:00 a.m.

Respectfully submitted,



November 19, 2024
BID Meeting Minutes

Samantha Jefferson
Community Development Specialist, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2024 Budget Status Report
As of Dec 31, 2024

	Balance as of 1/1/2024	ACTUAL December 2024	ACTUAL YTD Total 2024	2024 BUDGET	Budget - Actual
Beginning Balance	\$ 20,821.08		\$ 20,821.08	\$ 14,733.00	20,821.08
INCOME					
BID assessment		\$ -	\$ 160,107.84	\$ 160,108.00	0.16
Gift Certificate Revenue ^				\$ -	-
Total Income		\$ -	\$ 180,928.92	\$ 174,841.00	
CENTRALIZED MANAGEMENT					
		90.49	69,177.57	69,386.00	208.43
PUBLIC RELATIONS					
		3,992.22	27,612.19	34,155.00	6,542.81
RETENTION and RECRUITMENT					
		8,561.33	21,038.87	30,125.00	9,086.13
MAINTENANCE					
		2,537.38	35,350.07	41,175.00	5,824.93
TRANSFER TO SAVINGS					
		-	-	-	
Total Expenses		\$ 15,181.42	\$ 153,178.70	\$ 174,841.00	\$ 21,662.30

Remaining Funds Available

\$ 27,750.22

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	75.00	75.00
Postage	16.79	56.27	55.00	(1.27)
Conferences and Meetings	-	494.05	400.00	(94.05)
Auditing	-	3,200.00	3,200.00	-
Banking Fees	-	96.00	96.00	-
Professional	-	65,000.00	65,000.00	-
Office Supplies	73.70	331.25	560.00	228.75
Total - Centralized Management	\$ 90.49	\$ 69,177.57	69,386.00	\$ 208.43

PUBLIC RELATIONS

Outside Printing	334.11	334.11	3,210.00	2,875.89
Advertising & Publications	882.43	4,023.79	4,000.00	(23.79)
Promotional Activites and Events	679.66	7,457.77	9,220.00	1,762.23
Outside Services	60.00	275.16	750.00	474.84
Secret Shopper	-	-	-	-
Gift Certificates	1,924.04	15,409.38	16,750.00	1,340.62
Brand Implementation	111.98	111.98	225.00	113.02
Total Public Relations	\$ 3,992.22	27,612.19	\$ 34,155.00	\$ 6,542.81

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 500.00	500.00
Awning / Sign Grant	500.00	4,156.31	\$ 6,125.00	\$ 1,968.69
Recruitment Tools	-	1,000.00	\$ 1,500.00	\$ 500.00
Retention Grant Program	8,061.33	15,882.56	\$ 20,000.00	\$ 4,117.44
Placemaking Grant Program	-	-	\$ 2,000.00	\$ 2,000.00
Total Retention and Recruitment	\$ 8,561.33	\$ 21,038.87	\$ 30,125.00	\$ 9,086.13

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2024 Budget Status Report
As of Dec 31, 2024

	Balance as of 1/1/2024	ACTUAL December 2024	ACTUAL YTD Total 2024	<u>2024 BUDGET</u>	Budget - Actual
MAINTENANCE					
Banners		-	3,597.69	4,100.00	502.31
Maint.of Equip / Snow Removal		346.67	1,071.83	2,830.00	1,758.17
Waste Removal/Recycle		899.36	11,229.94	10,605.00	(624.94)
Tree Lights & Holiday Décor		898.85	1,244.30	4,250.00	3,005.70
All Other Supplies		308.35	614.60	1,200.00	585.40
Storage Rental		-	1,520.00	1,440.00	(80.00)
Flower Beds		84.15	14,271.71	14,250.00	(21.71)
Fixtures & Facilities		-	1,800.00	2,500.00	700.00
Total Maintenance Task Force		\$ 2,537.38	\$ 35,350.07	\$ 41,175.00	\$ 5,824.93
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 15,181.42	\$ 153,178.70	\$ 174,841.00	\$ 21,662.30
			Balance		
Gift Certificates Checking Account	\$ 81,249.59	\$ 19,094.71	\$ 94,396.12	\$ -	\$ -
Capital Reserve Fund	23,061.81		23,061.81	23,062.00	0.19
Excess Revenue from GC Fund^	33,500.00		33,500.00	33,500.00	
Interest Earnings	109.35	6.04	203.84	85.00	(118.84)
Savings - Signage	13,004.45		11,375.84	13,004.00	1,628.16
Maintenance Savings *	3,200.00		3,200.00	3,200.00	-
Reserve Fund Balance	\$ 72,875.61	\$ 6.04	\$ 71,341.49	\$ 72,851.00	\$ 1,509.51

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