

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, November 19, 2024

8:00 A.M.

Council Chambers



1. (ACTION) Approve minutes of October 15, 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

4. Executive Committee

- (ACTION) 2025 Operating Plan
- Thank yous of the month to the BID board

5. Recruitment and Retention Committee

- No Meeting, No Report

6. Maintenance Committee Report

- Next Meeting December 11

7. Public Relations and Marketing Committee

- See Dates in Sidebar Box
- Report from Nov. 12 Meeting

8. City of Neenah Updates

- Schmidt & Lang

9. Round Table & Information Sharing

- Biz news & updates from board members

10. Future Neenah Updates

- Q4 & Holiday Events

11. Announcements and future agenda items

- No Meeting in December unless pressing business arises – have a happy holiday season – next meeting is Jan 21, 2025

Dates To Remember:

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) 10am-2pm

Ongoing Fall/Winter = Last Light: Neenah (NEW)

WISH LIST:

- \$500 sponsorships for Spring Shop n' Stroll '25, Shop Small March '25 Promo
- 2 Reams of Gloss & Heavy Stock Paper
- Glow Sticks/Rods for Luminary Night, Last Light and Christmas
- 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
October 15, 2024 – 8:00 am
Council Chambers – Neenah City Hall**

PRESENT: Board Members: Alex Wenzel, Ald. Mark Ellis, LeAnn Wasinger, George Brownell, Umer Shiekh, Alex Noskowiak, Robert Wedge, 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 September 17, 2024 meeting: MSC Ellis/Bauer, the BID Board to approve the minutes of the August 20, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Ellis/Noskowiak, the BID Board to approve the bill packet for \$39,664.07. Motion passed.**

Member Bauer asked about the funds that were for the Beach Crawl (this was canceled). Assistant Executive Director Hanneman said these would be used for another event or saved to hold this event in the future.

Budget Status Report: Assistant Executive Director Hanneman pointed out the costs for boosting posts on Facebook, the Very Neenah Christmas Ice Sculpture Garden, gift certificate processing fees and FNI Magazine.

Executive Committee:

2025 Wish List – Planning for '25 BID budget and Op Plan: Members were encouraged to start thinking of wish list and budget items for the 2025 year.

Report from September 24 Meeting: The executive committee voted to complete a review rather than an audit as is allowed by state statutes.

They also discussed seats on the board that will be opening in 2025. Ben Ziemba will be taking the seat currently held by LeAnn Wasinger (property owner sector). The board thanked Member Wasinger. Member Rondeau will become BID Board President and Member Wedge will be Vice President.

The BID assessment will bring in about \$200 more this year. The board discussed additional ways to generate revenue.

There is \$33,500 in gift certificate rollover funds.

Retention & Recruitment Committee:

Report from October 8 Meeting: Retention and Recruitment Grant guidelines were discussed. The board determined to keep current guidelines and to potentially change how these guidelines are applied. Adding

preference for first-floor, higher-traffic locations was also discussed. Grantees are required to sign a “Good Neighbor” contract. Also discussed was increasing the look back period from 2 years to 3 years and not setting precedent with prior apps – all get discussed on their own merit.

(ACTION) 116 West WI Ret & Recr Grant – Owner Kevin Lisowe explained the grant application to the board. Great Harvest needs to replace the current wood floor due to the current floor no longer being thick enough to sand. It will be replaced with a similar wood floor. Great Harvest has in the past sanded the floor with no grant assistance. Board agreed hardwood flooring is more of a permanent fixture to a property unlike carpeting.

MSC Gillespie/Wedge, the BID Board to approve a Retention and Recruitment grant in the amount of \$3,061.33 for new flooring at 116 West Wisconsin. Motion passed.

The board discussed the need to document the reasoning of why a grant was approved or denied.

Maintenance Committee:

(ACTION) Recycling Contract: Assistant Executive Director Hanneman presented the board with bids for the next 2 year recycling contract. LRS quoted \$889/month (approx. including sliding fuel surcharges and environmental fee) for one year and a guarantee that it will not increase by more than 7% in the second year of the contract. Harters quoted \$1200/month flat with no fuel surcharges or environmental fee. LRS currently charges the BID \$903/month.

MSC Sheikh/Ellis, the BID Board to approve the 2025/2026 recycling contract with LRS for \$889/month for the first year and a no more than 7% increase in year two. Motion passed.

Next Meeting December 11

Public Relations and Marketing Committee:

October 26 = Old Fashioned Saturday; November 1-2 = Gift Certificate Rewards; November 7 = Pre-Holiday Shop and Stroll; December 6 = A Very Neenah Christmas; December 12 = Luminary Night w/Cookie Crawl; Ongoing Fall = Last Light: Neenah (New)

No October Meeting

City of Neenah Updates: The City’s standards for Tourist Housing were expanded to include non-residential areas of the city. Beer sales at c-stores was approved by Council. The Community Development Department has received four applications for this. The Housing Study consultant toured the city and has been gathering data for the study. Doty Avenue is near completion. There will be no parking allowed on the north side of Doty Avenue. Cameras are being replaced in the ramp. The city has hired a firm for ongoing projects at Arrowhead including 1) the utility and grading plan that will determine how we serve the improvements on Arrowhead with water, sewer, etc. Staff and consultants have met with the DNR regarding this work. 2) Determine the plan and feasibility of the overpass from Gateway Park into Arrowhead 3) 60% design on the entryway on Millview. The city budget for 2025 is being determined and council workshops will be held in the coming weeks.

Round Table and Information Sharing:

Amanda Lauer has written a Christmas book that takes place in a town based on Neenah and even names businesses in Neenah. The book will be released on December 1.

A Saucy Kitchen is opening in the old Boost Mobile.

Future Neenah Updates:

The BID included annual photos in their budget. They worked with Adam Shea. Video of pics shared with the board.

Announcements and future agenda items:

Next meeting: November 19, 2024 2025 BID operating plan on the agenda.

The Board adjourned at 9:00 a.m.

Respectfully submitted,

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

Samantha Jefferson
Community Development Specialist, Community Development

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

	Balance as of 1/1/2024	ACTUAL October 2024	ACTUAL YTD Total 2024	<u>2024 BUDGET</u>	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		32,546.78	68,991.08	69,386.00	394.92
PUBLIC RELATIONS		5,728.90	15,769.13	34,155.00	18,385.87
RETENTION and RECRUITMENT		-	11,998.21	30,125.00	18,126.79
MAINTENANCE		1,388.39	31,454.08	41,175.00	9,720.92
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		<u>\$ 39,664.07</u>	<u>\$ 128,212.50</u>	<u>\$ 174,841.00</u>	<u>\$ 46,628.50</u>

Remaining Funds Available

\$ 52,716.42

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	75.00	75.00
Postage	14.28	39.48	55.00	15.52
Conferences and Meetings	-	494.05	400.00	(94.05)
Auditing	-	3,200.00	3,200.00	-
Banking Fees	-	-	96.00	96.00
Professional	32,500.00	65,000.00	65,000.00	-
Office Supplies	<u>32.50</u>	<u>257.55</u>	<u>560.00</u>	<u>302.45</u>
Total - Centralized Management	\$ 32,546.78	\$ 68,991.08	69,386.00	\$ 394.92

PUBLIC RELATIONS

Outside Printing	-	-	3,210.00	3,210.00
Advertising & Publications	2,251.19	3,101.36	4,000.00	898.64
Promotional Activities and Events	571.16	5,675.78	9,220.00	3,544.22
Outside Services	-	-	750.00	750.00
Secret Shopper	-	-	-	-
Gift Certificates	2,906.55	6,951.99	16,750.00	9,798.01
Brand Implementation	<u>-</u>	<u>40.00</u>	<u>225.00</u>	<u>185.00</u>
Total Public Relations	\$ 5,728.90	15,769.13	\$ 34,155.00	\$ 18,385.87

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 500.00	500.00
Awning / Sign Grant	-	3,176.98	\$ 6,125.00	\$ 2,948.02
Recruitment Tools	-	1,000.00	\$ 1,500.00	\$ 500.00
Retention Grant Program	-	7,821.23	\$ 20,000.00	\$ 12,178.77
Placemaking Grant Program	<u>-</u>	<u>-</u>	<u>\$ 2,000.00</u>	<u>\$ 2,000.00</u>
Total Retention and Recruitment	\$ -	\$ 11,998.21	\$ 30,125.00	\$ 18,126.79

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

	Balance as of 1/1/2024	ACTUAL October 2024	ACTUAL YTD Total 2024	<u>2024</u> <u>BUDGET</u>	Budget - Actual
MAINTENANCE					
Banners		-	3,597.69	4,100.00	502.31
Maint.of Equip / Snow Removal		-	725.16	2,830.00	2,104.84
Waste Removal/Recycle		903.12	9,273.28	10,605.00	1,331.72
Tree Lights & Holiday Décor		102.87	102.87	4,250.00	4,147.13
All Other Supplies		2.40	247.52	1,200.00	952.48
Storage Rental		380.00	1,520.00	1,440.00	(80.00)
Flower Beds		-	14,187.56	14,250.00	62.44
Fixtures & Facilities		-	1,800.00	2,500.00	700.00
Total Maintenance Task Force		\$ 1,388.39	\$ 31,454.08	\$ 41,175.00	\$ 9,720.92
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 39,664.07	\$ 128,212.50	\$ 174,841.00	\$ 46,628.50
			<u>Balance</u>		
Gift Certificates Checking Account	\$ 81,249.59	\$ 2,862.00	\$ 82,871.41	\$ -	\$ -
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	191.96	85.00	(106.96)
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	\$ 71,329.61	\$ 72,851.00	\$ 1,521.39

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