

AGENDA

Neenah Central City Business Improvement District Board
Tuesday, August 19, 2025
8:00 A.M.
Hauser Room



1. (ACTION) Approve minutes of July 29, 2025 meeting
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
3. Recruitment and Retention Committee
 - Update Ambassador Questionnaire
 - (ACTION) 125 W WI Ret & Recr Grant
4. Financials
 - (ACTION) Bills for Approval
 - Budget Status Report
5. Executive Committee
 - Thank you
 - Placer AI Stats from Summer Events
 - Exec Cmte to schedule Sept Meeting
 - Oct. = e/o year Co-op Partners Meeting
 - 2026 Wish List – Planning for '26 BID budget & Op Plan
6. Maintenance Committee Report
 - Fixtures – at powder coating now
 - Next Meeting is September 10
 - (ACTION) Flower Contract 2026
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Business Video Demo
8. City of Neenah Updates
 - Alta Alley
 - Schmidt & Lang
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
 - Illuminate Neenah Light Projection Shows (history mo.)
 - Pedestrian Alley (next chg = Halloween)
 - DORA
 - Events (including holiday market)
11. Announcements and future agenda items
 - Next Meeting September 16

Dates To Remember:

Log Your Loops Through Labor Day
Thru October 11 = Farmers Market
August 28 = Boogie Downtown
(stage 200 block)
September 13 = Ladies Day
September 18 = Farm to Table
October 4 = Old Fashioned Saturday
October 14/15 = Art Show at Ballroom
November 13 = Holiday Shop & Stroll
December 5 = Very Neenah Christmas
December 5-7 – Holiday Market
December 11 = Cookie Crawl

New BID Committee Members Always Welcome

Minutes of Neenah Central City Business Improvement District Board
July 29, 2025 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Ald. Mark Ellis, Tori Dorn, Bob Gillespie, Alex Noskowiak, Christine Rondeau, Robert Wedge, Umer Sheikh and Michelle Bauer. Also present: Zakary Sheikh (409 E. Wisconsin Avenue), Mayor Jane Lang, Ald. Cari Lendrum, 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 May 20, 2025 meeting: MSC Gillespie/Ellis, the BID Board to approve the minutes of the May 20, 2025 BID Board meeting. All voting aye. Motion passed.

Public Appearances: Zakary Sheikh (409 E. Wisconsin Avenue, Neenah) introduced himself. He, along with Member Sheikh, requested that available downtown properties be highlighted for BID members so they can help share this information within the community. Assistant Executive Director Hanneman noted that she met with the Women in Commercial Real Estate group the previous week and then provided an overview of the properties currently on the market.

Recruitment and Retention Committee:

In the past, the BID operated an Ambassador Program, which primarily focused on having members connect with new and existing businesses to identify their needs and offer support. This program served as a valuable tool for building relationships and strengthening the business community. It was requested that the program be reinstated, and additional information will be shared soon.

Financials:

Bills for Approval: **MSC Gillespie/Sheikh, the BID Board to approve the bill packet for \$37,288.28. All voting aye. Motion passed.**

Member Gillespie inquired about the charge from Memorial Florists. Assistant Executive Director Hanneman explained that the expense was for adding flower baskets to two newly installed light poles in the new bump out at Church/Wisconsin.

Executive Committee:

The “Thank You of the Month” will be presented to Matt Brehmer of Brehmer Law. Matt, who serves as the Neenah Rotary President and is a member of the BID Maintenance Committee, is recognized for his consistent participation in BID events and ongoing support of the downtown community.

Placer.ai statistics: The Glam Band event attracted approximately 6,200 attendees, with an average stay of two hours. Most visitors came from Neenah, Menasha, and Appleton. Compared to last year’s event (featuring a different band), attendance increased by 2,000 people. Opening Day of the Farmers Market drew 1,700 attendees, while Kids Day at the Farmers Market brought in 2,500 attendees, with an average stay of one hour. Most visitors for these events came from Neenah, Menasha, and Oshkosh. Liz from Lion’s Tail requested Placer.ai data for their Oktoberfest event to assist with marketing efforts.

Assistant Executive Director Sara Hanneman and Meredith from Future Neenah attended the Wisconsin Downtown Action Council (WDAC) event in Beloit this year. Sara shared photos from the event, along with several innovative concepts and noteworthy takeaways they observed.

Maintenance Committee:

Assistant Executive Director Hanneman invited attendees to share any questions or insights from the District Walkthrough. She also noted to Deputy Director Schmidt that new pavement lines need to be painted to correspond with the recently installed bump-outs at Church and Wisconsin.

MSC Bauer/Rondeau, the BID Board to approve the purchase of street furniture (picnic table and bench) for the newly added bumpouts at Church/Wisconsin in the amount of \$4,712 plus shipping cost. All voting aye. Motion passed.

Assistant Executive Director Hanneman presented the designs for the new banners to be installed. The designs are suitable for display throughout all seasons.

Public Relations and Marketing Committee:

Report from July 10 Meeting:

Member Bauer provided the report from the July 10 meeting. The Summer Sidewalk Sale is scheduled for July 31 through August 2. The full-time DORA is now in effect, with multiple businesses participating. Greene's purchased a roll of cup stickers. Recent events include the Coldwell Banker Grand Opening on July 15 and Violet Mae's Floral Grand Opening on July 24. The alley is now decorated with pinwheels for the remainder of the summer. Ultimate Ladies Day is September 13.

Log Your Loops through Labor Day; Farmer's Market through October 11; July 31-August 2 = Summer Sidewalk Sale; August 28 = Boogie Downtown; September 13 = Ladies Day; September 18 = Farm to Table; October 4 = Old Fashioned Saturday; November 13 = Holiday Shop and Stroll.

City of Neenah Updates:

The Alta Alley project (Vibrant Spaces Grant) is progressing. Materials are ready to be ordered, and contractors are in place. The legal departments for the City, FNI, and Alta are finalizing the agreement before work can move forward.

Community Development Specialist Jefferson reminded businesses to submit their street furniture license applications. The City has conducted visits and sent letters to businesses regarding this requirement.

Mayor Lang and Deputy Director Schmidt provided updates on parking (with Community Development aiming to present an overview to Council next month), the expansion of Galloway Company, and ongoing collaboration with other community leaders.

Round Table and Information Sharing:

Union Star Cheese is working with City of Neenah inspections to build out their new space.

Future Neenah Updates:

Assistant Executive Director Hanneman discussed the FNI rebrand. There is a new, more interactive website. Along with the rebrand, there has been an update to the logo, mission and identity. Future Neenah magazine has been updated to reflect the changes.

Assistant Executive Director Hanneman brought up the Illuminate Neenah Light Projection Shows, which was on the backside of the FNI building and on the side of Greene's Pour House. They are now working with the Neenah Historical Society on some historical Neenah projections, which would animate old photos.

Assistant Executive Director Hanneman talked about the Pedestrian Alley located next to FNI. The alley is now full of pinwheels.

Assistant Executive Director Hanneman stated they are working with the Rotary Club to help create an open-air holiday market with things such as food, shops, and other activities.

Announcements and future agenda items:

Next meeting – August 19th.

The Board adjourned at 9:05 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

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2025 Budget Status Report
As of July 31, 2025

	Balance as of 1/1/2025	ACTUAL July 2025	ACTUAL YTD Total 2025	2025 BUDGET	Budget - Actual
Beginning Balance	\$ 27,750.22		\$ 27,750.22	\$ 23,360.00	27,750.22
INCOME					
BID assessment		\$ -	\$ 160,333.51	\$ 160,334.00	0.49
Gift Certificate Revenue ^				\$ -	-
Total Income		\$ -	\$ 188,083.73	\$ 183,694.00	
CENTRALIZED MANAGEMENT					
		11,147.17	42,248.01	70,241.00	27,992.99
PUBLIC RELATIONS					
		3,339.32	9,116.69	32,925.00	23,808.31
RETENTION and RECRUITMENT					
		67.98	3,067.98	31,250.00	28,182.02
MAINTENANCE					
		22,733.81	32,531.11	49,278.00	16,746.89
TRANSFER TO SAVINGS					
		-	-	-	
Total Expenses		\$ 37,288.28	\$ 86,963.79	\$ 183,694.00	\$ 96,730.21

Remaining Funds Available

\$ 101,119.94

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	100.00	100.00
Postage	10.95	21.17	60.00	38.83
Conferences and Meetings	189.83	554.35	810.00	255.65
Auditing	-	3,450.00	3,450.00	-
Banking Fees	(8.00)	24.00	96.00	72.00
Professional	10,870.00	38,045.00	65,200.00	27,155.00
Office Supplies	84.39	153.49	525.00	371.51
Total - Centralized Management	\$ 11,147.17	\$ 42,248.01	70,241.00	\$ 27,992.99

PUBLIC RELATIONS

Outside Printing	-	339.23	1,150.00	810.77
Advertising & Publications	280.00	560.00	6,000.00	5,440.00
Promotional Activities and Events	711.46	4,011.22	8,500.00	4,488.78
Outside Services	744.00	744.00	1,150.00	406.00
Gift Certificates	1,603.86	3,462.24	15,900.00	12,437.76
Brand Implementation	-	-	225.00	225.00
Total Public Relations	\$ 3,339.32	9,116.69	\$ 32,925.00	\$ 23,808.31

RETENTION and RECRUITMENT

Misc. Expenditures	67.98	3,067.98	\$ 4,000.00	932.02
Awning / Sign Grant	-	-	\$ 4,750.00	\$ 4,750.00
Recruitment Tools	-	-	\$ 1,250.00	\$ 1,250.00
Retention Grant Program	-	-	\$ 17,250.00	\$ 17,250.00
Placemaking Grant Program	-	-	\$ 4,000.00	\$ 4,000.00
Total Retention and Recruitment	\$ 67.98	\$ 3,067.98	\$ 31,250.00	\$ 28,182.02

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2025 Budget Status Report
As of July 31, 2025

	Balance as of 1/1/2025	ACTUAL July 2025	ACTUAL YTD Total 2025	2025 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	1,050.69	3,750.00	2,699.31
Maint.of Equip / Snow Removal		-	1,402.51	5,500.00	4,097.49
Waste Removal/Recycle		1,770.38	6,188.88	11,500.00	5,311.12
Tree Lights & Holiday Décor		-	-	3,500.00	3,500.00
All Other Supplies		251.40	251.40	750.00	498.60
Storage Rental		402.80	1,208.40	1,580.00	371.60
Flower Beds		20,309.23	20,309.23	18,660.00	(1,649.23)
Fixtures & Facilities		-	2,120.00	4,038.00	1,918.00
Total Maintenance Task Force		\$ 22,733.81	\$ 32,531.11	\$ 49,278.00	\$ 16,746.89
Transfer to Savings for Sign		\$ -	-	\$ -	
Total Expenses		\$ 37,288.28	\$ 86,963.79	\$ 183,694.00	\$ 96,730.21
			Balance		
Gift Certificates Checking Account	\$ 94,396.12	\$ 2,040.00	\$ 96,863.60	\$ -	\$ -
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	203.84	120.15	735.28	150.00	(585.28)
Savings - Signage	11,375.84	-	11,071.95	11,376.00	304.05
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 71,341.49	\$ 120.15	\$ 71,569.04	\$ 71,288.00	\$ (281.04)