



Neenah Central City Business Improvement District Board

Tuesday, July 21, 2026

8:00 A.M.

Hauser Room



1. (ACTION) Approve minutes of May 19 & June 16, 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
 - No Budget Status Report *(June was walking tour)*
4. Executive Committee
 - Photo sharing from '26 BID conference in Fondy
5. Maintenance Committee Report
 - Any thoughts or follow ups from June walking tour?
 - District Amenities Arriving (tree lights, flowerpots)
 - Next committee meeting is Sept. 9
6. Marketing, Merchants & Events Committee
 - Report from June 14 Cmte Meeting
7. Recruitment and Retention Committee
 - Reformatting Ret & Recr Grant – Ongoing
 - Placemaking
 - 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 August 18

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
May 19, 2026 – 8:00 am
3rd Floor Conference Room – Neenah City Hall

PRESENT: Board Members: Christine Rondeau, Robert Wedge, Ald. Flo Bruno, Ben Ziemba, Jason Koslowski, Edward Jervis, Alex Wenzel and Alex Noskowiak. Also present: Mayor Brian Borchardt, Cari Lendrum (419 11th Street), Executive Director Brent Bowman (FNI), Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of April 21, 2026: MSC Bruno/Noskowiak, the BID Board to approve the minutes of the April 21, 2026 BID Board meeting. All voting aye. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Noskowiak, the BID Board to approve the bill packet for \$29,998.62. All voting aye. Motion passed.

The 2025 financial review has been completed by Baker Tilly.

Executive Committee:

Thank you of the Month: Thank you to the BID Board for supporting the Wine Walk event.

Board Member Status: The board welcomed new member Ald. Flo Bruno.

Maintenance Committee:

Walking tour June 16th.

Marketing, Merchants & Events Committee:

June 10 = Summer Kick off Concert; June 13 = Farmer's Market Opening Day & Gift Certificate Sale Day; June 23 = Employee Appreciation Day; July 16-18 = Summer Sale (new week this year)

There will be a Ferris wheel at the Boogie concert. Three additional buildings will be added to the Christmas Market. Renovations at Alta Alley are happening and items will begin to be added soon. The City of Neenah Parks and Recreation department have asked for downtown businesses to create patriotic displays for the United States' 250th anniversary. Chicago Magazine featured Neenah in an article. Great Harvest Bread is now open on Sundays.

Recruitment and Retention Committee:

Awning Grant 133 W. WI Ave: Town Council has applied for an Awning Grant for the replacement of the existing awning. They have asked for \$500.

Members asked how many times this grant can be applied for. Assistant Executive Assistant Hanneman will provide clarification.

MSC Wedge/Jervis, the BID Board to approve an Awning Grant for 133 W. Wisconsin Avenue in the amount of \$500. All voting aye. Motion passed.

Reformat Grant – Report from April 14 meeting: The Retention and Recruitment Committee met to discuss the current Retention and Recruitment Grant. Throughout the workshop, it was determined that it may be appropriate to split the grant into two grants – the BIG Grant (Building Improvement Grant) to continue to assist property owners and a grant more focused on actual Retention and Recruitment functions (to be potentially renamed).

Assistant Executive Director Hanneman will be drafting new guidelines for this change and the Retention and Recruitment Committee will again meet to review and finalize details.

Placemaking Grant: Executive Director Bowman discussed the possible cleanup and creation of a vibrant public space at 208 Main Street. The property is currently vacant after the city purchased the site and razed the building. The FNI team has looked at the site and come up with some ideas.

Ambassador QQ Form: The Ambassador form is now complete and board members have been asked to choose one business to visit.

Survey: Executive Director Bowman discussed the results of a Downtown business survey that was sent to business owners and handed out copies of results showing a comparison of national results to Neenah results. Neenah's results were better than the national average.

City of Neenah Updates:

Mayor Borchardt discussed the open position in his office at City Hall. This will be a marketing and communication role. The Mayor will also be working with this position in regards to logo and branding for the city.

Vandewalle and Associates has been chosen for the zoning code rewrite. That will be an 18-month process and will include representation from FNI on the steering committee. A public workshop will be held June 15th.

Round Table and Information Sharing:

Member Bruno discussed the DICP (Doty Island Community Partners) newsletter and said that the BID could consider putting information in the newsletter.

Future Neenah Updates:

Future Neenah Magazine will mail June 1. After receiving sponsorship, the magazine was able to be mailed to all of the 54956 zip code which includes more than just the City of Neenah. People have said that they would like to continue getting them so this is being considered.

Assistant Executive Director Hanneman has been working on the Main Street America application.

Attorneys for the city, FNI and Alta are working towards an agreement for Alta Alley.

Announcements and future agenda items:

Walking tour of the district is June 16th.

The Board adjourned at 8:50 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

Minutes of Neenah Central City Business Improvement District Board
June 16, 2026 – 7:50 am
Future Neenah, Inc. – 135 W. Wisconsin Avenue, Neenah

PRESENT: Board Members: Christine Rondeau, Robert Wedge, Ald. Flo Bruno, Tori Dorn, Ben Ziemba, Jason Koslowski, Edward Jervis, and Alex Wenzel. Also present: Cari Lendrum (419 11th Street), Deb Skyrms (Historic Neenah Properties), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Maintenance Coordinator Mike Cannon (FNI), Joy Radford (FNI Board of Directors), Todd Cloutier (Alta), Deputy Director Brad Schmidt (City of Neenah Community Development), Intern Michael Burrows (City of Neenah Community Development), Public Works Superintendent Travis Beyer (City of Neenah), Building Manager Pat Benson (City of Neenah Public Works), Building Custodian Michelle Swanson (City of Neenah Public Works) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

I. Call to Order: The meeting was called to order at 7:50 a.m.

II. New Business:

- a. (ACTION) Retention and Recruitment Grant – 208 West Wisconsin Avenue
The owners of Little Siam (208 West Wisconsin Avenue) have submitted an application for a Retention and Recruitment Grant in the amount of \$5,000 for the replacement of their HVAC system.
MSC Bruno/Wedge, the BID Board to approve the Retention and Recruitment Grant request for a new HVAC system at 208 West Wisconsin Avenue in the amount of \$5,000. All voting aye. Motion passed.
- b. (ACTION) Retention and Recruitment Grant – 206 South Commercial Street
Kinley Kay is moving to a new location at 206 South Commercial Street and have requested a Retention and Recruitment Grant in the amount of \$5,000 for a new HVAC system and other upgrades to the space.
MSC Rondeau/Bruno, the BID Board to approve the Retention and Recruitment Grant request for a new HVAC system and other upgrades at 206 South Commercial Street in the amount of \$5,000. All voting aye. Motion passed.
- c. Downtown Walkthrough
The group walked through the downtown and notes were made about things that were working and things that needed further discussion.

General Downtown Updates

- The alley near Future Neenah was viewed and is decorated for the summer season.
- "Frank the Snake," a community snake sculpture made from decorated rocks and located in front of Future Neenah, continues to be a popular attraction.
- Three new benches have been installed throughout the district.
- Tree beds were discussed. Damage continues to occur due to snow removal activities. As future streetscape options are considered, maintaining trees as a component of the downtown environment remains a priority.
- The bike rack in front of Fibre needs to be reinstalled and secured into the ground.

Alta Alley Updates

- The concrete island has been removed.
- Overhead string lights and new light fixtures have been installed.

- The community mural has been completed.
- The ATM machine is being retrofitted.
- Installation of the rear lot fence is expected soon.
- Planters will be placed at the rear alley entrances.
- Additional furnishings, including rocking chairs and patio tables, are planned.
- Appreciation was expressed to Todd from Alta for his patience throughout the project.

Maintenance and Infrastructure Items

- Dumpster corral gates need repair.
- Sparkle Wash continues to clean dumpster corrals and sidewalks.
- Issues persist with grease traps, as improper disposal methods have resulted in messy conditions.
- A new mural has been completed on the side of Greene's Pour House.
- Seasonal banners have been installed in the Gateway Park area.
- The parking lot behind City Hall contains broken glass and several large potholes that need attention.
- Recognition was given to Dairy Queen for maintaining an attractive appearance at a key downtown gateway location.
- The cinder block wall in the 200-block alley was identified as an area that could be aesthetically improved.
- The former bus station has been removed, and concrete installation is expected soon.
- The former Tailored Hide building is currently available for lease.

III. Adjournment: The Board adjourned at 9:15 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Samantha Jefferson', with a stylized flourish at the end.

Samantha Jefferson
Community Development Specialist, Community Development