

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, July 16, 2024

8:00 A.M.

Hauser Room

****Exec Cmte Members meet 7:30****



1. (ACTION) Approve minutes of May 21, 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
4. Executive Committee
 - Thank you of the month
 - New BID Committee Members Always Welcome
 - PlacerAI Software Follow Up
 - WDAC Conference Follow Up - Photos
5. Recruitment and Retention Committee
 - No Meeting / No Report
6. Maintenance Committee Report
 - Trees / Lighting (separate working cmte needed – volunteers)
 - Annual District Walk Through June 18 Recap
 - Picnic tables & Lighting in Gateway
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from July 11 Meeting
8. Round Table & Information Sharing
 - Biz news & updates from board members
9. Future Neenah Updates
 - Summer Events & DORA
10. City of Neenah Updates
 - Schmidt & Lang
11. Announcements and future agenda items
 - Next Meeting – August 20

Dates To Remember:

Memorial Day–Labor Day = Log Your Loops
Thru October 12 = Farmers Market
August 1-3 = Summer Sale
August 22 = Farm to Table
August 28 = Boogie Downtown (stage 100 block)
September 14 = Ladies Day
October 5 = Wine Walk
October 26 = Old Fashioned Saturday
November 7 = PreHoliday Shop & Stroll
Ongoing Fall = Last Light: Neenah (NEW)

Minutes of Neenah Central City Business Improvement District Board
May 21, 2024 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Alex Wenzel, Bob Gillespie, Umer Shiekh, Alex Noskowiak, Robert Wedge, Mark Ellis, LeAnn Wasinger, Tori Dorn, Michelle Bauer, and Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Mayor Jane Lang, Community Development Specialist Samantha Jefferson (City of Neenah Community Development), and Jon Horan (Town Council Kitchen).

Approve minutes of April 16, 2024 meeting: MSC Bauer/Noskowiak, the BID Board to approve the minutes of the April 16, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Wedge/Wasinger the BID Board to approve the bill packet for \$6,133.78. Motion passed.**

Budget Status Report: Member Wenzel discussed larger purchases seen on the status report including the Future Neenah professional fee, magazine advertisement, gift certificate printing, floral banners, waste removal, storage rental and the Memorial Florist contract.

Executive Committee:

Thank you of the Month: Thank yous will be sent to Bob at Memorial Florist and to Sara at Future Neenah.

New Committee Members are always welcome to be on subcommittees.

Placer AI Software: A Placer AI Software employee presented a demo of the software to the board. With this software, data can be derived from cell phones to determine how many people are in Neenah in a location, where they came from, etc. This would be \$15,000 for a one-year subscription and the intention would be for Future Neenah and the BID to share this cost.

After the demo, members discussed the value of the data and what steps would need to be taken for the information to provide results. This will be discussed further at a future meeting. Members suggested speaking with other groups to see how this information was used.

Retention & Recruitment Committee:

Retention and Recruitment Grant – 133 W. Wisconsin Avenue: The owner of Town Council Kitchen petitioned the BID board for a \$2,821.33 Retention and Recruitment Grant to add a second air conditioner unit to the restaurant.

MSC Sheikh/Wedge, the BID Board to approve the Retention and Recruitment grant for 133 W. Wisconsin Avenue (\$2,821.33). Motion passed.

Maintenance Committee:

A separate working committee is being created for trees/lighting in the downtown. Volunteers are needed.

Annual District Walkthrough – June 18

Public Relations and Marketing Committee:

Spring Fling – May 11 through June 9; Farmer's Market Opening and gift certificate sale – June 8; Summer Kick off Street Concert – June 12; Beach Crawl – July 20.

Report from May 9 Meeting: Ladies Day will be September 14; 35 tree beds have been decorated for Spring Fling; Downtown Employee Appreciation will be at the end of June.

Sherry Hasket retired from the committee after 25 years.

Round Table and Information Sharing:

Urban Market and Mello are now open.

Future Neenah Updates:

Executive Director Bowman passed out summer event fliers. The downtown concert series begins on June 12th. Good Day Wisconsin did a segment on the downtown. The downtown is getting closer to a projection project. Log Your Loops starts May 27 – September 2. The umbrella alley has been hugely popular.

City of Neenah Updates: The Arrowhead Plan passed unanimously through Council and the Parks Commission. Pride Fest will happen on June 22nd in Riverside Park. Bird Scooters will be back in Menasha this year.

The board discussed street furniture/sidewalk cafes/sandwich boards in the downtown. Executive Director Bowman and Community Development Specialist Jefferson explained that the downtown businesses should discuss any plans with the city to avoid purchasing items/placing items where they are not allowed.

Announcements and future agenda items:

Next meeting: Annual District Walk Through – June 18th (in place of a regular meeting).

The Board adjourned at 9:25 a.m.

Respectfully submitted,



Samantha Jefferson
Community Development Specialist, Community Development