

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, October 15, 2024

8:00 A.M.

Hauser Room



1. (ACTION) Approve minutes of September 17, 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
 - 2025 Wish List – Planning for '25 BID budget
 - Report from September 24 Meeting
5. Recruitment and Retention Committee
 - Report from October 8 Meeting
 - (ACTION) 116 West WI Ret & Recr Grant
6. Maintenance Committee Report
 - (ACTION) Recycling Contract
 - Next Meeting December 11
7. Public Relations and Marketing Committee
 - See Dates in Sidebar Box
 - No October Meeting
8. City of Neenah Updates
 - Schmidt & Lang
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
 - Fall Events
11. Announcements and future agenda items
 - Next Meeting – November 19 (with '25 operating plan!!!)

Dates To Remember:

October 26 = Old Fashioned Saturday
November 1 & 2 = Gift Certificate Rewards
November 7 = Preholiday Shop & Stroll
December 6 = A Very Neenah Christmas
December 12 = Luminary Night w/ Cookie Crawl
Ongoing Fall = Last Light: Neenah (NEW)

WISH LIST:

- Clean, empty, dry gallon plastic jugs
- \$500 sponsorships for Spring Shop n' Stroll '25, Shop Small March '25 Promo
- 2 Reams of Gloss Finish 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
September 17, 2024 – 8:00 am
Council Chambers – Neenah City Hall**

PRESENT: Board Members: Alex Wenzel, LeAnn Wasinger, George Brownell, Umer Shiekh, Alex Noskowiak, Robert Wedge, Tori Dorn, Michelle Bauer and Christine Rondeau. Also present: Megan Jacquet (210 W. Wisconsin Ave), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman, Community Development Deputy Director Brad Schmidt and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of August 20, 2024 meeting: MSC Bauer/Brownell, 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 Shiekh/Wasinger the BID Board to approve the bill packet for \$3,489.20. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman pointed out the costs for the Very Neenah Christmas ice sculpture, August/September recycling, promotional photo library update, and a Retention and Recruitment grant payout.

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.

Fall Executive Committee Meeting: September 24

Retention & Recruitment Committee:

No Meeting/No Report.

(ACTION) 210 West WI Ret & Recr Grant – Owner Megan Jacquet explained her grant application to the board. The building needs a more efficient HVAC system and the unit and ducts will be moved to the basement. The bids were for \$20,000 and \$23,000. Coldwell Banker will be the tenant.

MSC Brownell/Shiekh, the BID Board to approve a Retention and Recruitment grant in the amount of \$5,000 for HVAC system upgrades at 210 West Wisconsin. Motion passed.

The board discussed the amount of retail vs. office in the downtown.

Maintenance Committee:

(ACTION) Tree Bed Mulch Contract 2025 – It has been five years since mulch has been added to the tree bed. Memorial Florist has quoted \$3,340 for mulch and labor for 37 tree beds.

MSC Bauer/Wasinger, the BID Board to approve the 2025 Tree Bed Mulch contract with Memorial Florist for \$3,340. Motion passed.

Trees/Lighting (separate working cmte needed – volunteers): Assistant Executive Director Hanneman discussed the urgency to start deciding on lighting, trees and décor for the upcoming holiday season. She encouraged interested members to help by joining this separate working committee.

Report from September 5 meeting: Lighting, tree beds (decorating and in general) and snow were the main discussions at the Maintenance Committee meeting. A group from Calvary Bible Church will be coming to volunteer to help with various tasks needed to be done to the sign near Dairy Queen.

Public Relations and Marketing Committee:

Thru October 12 = Farmer's Market; September 17-18 = Ben Erickson Art Show; October 5 = Wine Walk; 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)

Report from September 11 Meeting: Continued to plan for upcoming fall/winter events. Two hundred women participated in Ultimate Ladies Day and 188 gift certificate rewards were given out.

Round Table and Information Sharing:

Octoberfest at Lion's Tail will be September 20-21. Also, they will have a tent and they will be selling a Fox Cities Marathon specific beer to celebrate the marathon. A restaurant may be interested in the former Paper City Pub location. Urban Market's Grand Opening is this coming weekend.

Future Neenah Updates:

Future Neenah's Wishlist can be found on the agenda.

City of Neenah Updates: The Sign Code will be updated along with the Zoning Code next year. Changes to the Street Furniture and Sandwich Board Sign Ordinances will be updated this fall. Changes to the Tourist Housing Ordinance regarding tourist housing in areas besides R1 and R2 will be brought to next week's Plan Commission meeting.

Deputy Director Schmidt, Director Chris Haese and Corey Scott from RDG presented on Downtown Neenah and the Neenah Next Downtown Plan at the APA Conference in Madison last week.

Announcements and future agenda items:

Next meeting: October 15, 2024

The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson

Community Development Specialist, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2024 Budget Status Report
As of September 30, 2024

	Balance as of 1/1/2024	ACTUAL September 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		-	36,444.30	69,386.00	32,941.70
PUBLIC RELATIONS		1,456.42	10,040.23	34,155.00	24,114.77
RETENTION and RECRUITMENT		-	11,998.21	30,125.00	18,126.79
MAINTENANCE		2,032.78	30,065.69	41,175.00	11,109.31
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 3,489.20	\$ 88,548.43	\$ 174,841.00	\$ 86,292.57
Remaining Funds Available			\$ 92,380.49	\$ -	
CENTRALIZED MANAGEMENT					
Auto Allowance		-	-	75.00	75.00
Postage		-	25.20	55.00	29.80
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	32,500.00
Office Supplies		-	225.05	560.00	334.95
Total - Centralized Management		\$ -	\$ 36,444.30	69,386.00	\$ 32,941.70
PUBLIC RELATIONS					
Outside Printing		-	-	3,210.00	3,210.00
Advertising & Publications		290.17	850.17	4,000.00	3,149.83
Promotional Activites and Events		1,006.00	5,104.62	9,220.00	4,115.38
Outside Services		-	-	750.00	750.00
Secret Shopper		-	-	-	-
Gift Certificates		160.25	4,045.44	16,750.00	12,704.56
Brand Implementation		-	40.00	225.00	185.00
Total Public Relations		\$ 1,456.42	10,040.23	\$ 34,155.00	\$ 24,114.77
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		-	-	\$ 2,000.00	\$ 2,000.00
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 September 30, 2024

	Balance as of 1/1/2024	ACTUAL September 2024	ACTUAL YTD Total 2024	2024 BUDGET	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		1,978.80	8,370.16	10,605.00	2,234.84
Tree Lights & Holiday Décor		-	-	4,250.00	4,250.00
All Other Supplies		53.98	245.12	1,200.00	954.88
Storage Rental		-	1,140.00	1,440.00	300.00
Flower Beds		-	14,187.56	14,250.00	62.44
Fixtures & Facilities		-	1,800.00	2,500.00	700.00
Total Maintenance Task Force		\$ 2,032.78	\$ 30,065.69	\$ 41,175.00	\$ 11,109.31
Transfer to Savings for Sign		\$ -	-	\$ -	
Total Expenses		\$ 3,489.20	\$ 88,548.43	\$ 174,841.00	\$ 86,292.57

			Balance		
Gift Certificates Checking Account	\$ 81,249.59	\$ (925.00)	\$ 80,009.41	\$ -	\$ -
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	5.88	185.92	85.00	(100.92)
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	\$ 5.88	\$ 71,323.57	\$ 72,851.00	\$ 1,527.43

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