

# AGENDA

## Neenah Central City Business Improvement District Board

Tuesday, Jan. 20, 2026

8:00 A.M.

**Hauser Room**



1. (ACTION) Approve minutes of Nov 18, 2025 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 – close out '25
  - Get Ready List Being Prepped for '25 Review
4. Executive Committee
  - Thank you of the month to the BID board
  - Board Member Status
5. Maintenance Committee Report
  - Report from Jan 14 Cmte Meeting
  - Update on Tree Lighting
6. Public Relations and Marketing Committee
  - Report from Jan. 8 Cmte Meeting
  - 2025 Gift Certificate Stas
7. Recruitment and Retention Committee
  - (ACTION - *formalize*) Sign Grant (220 W WI)
8. City of Neenah Updates
  - Schmidt & Lang
9. Round Table & Information Sharing
  - Biz news & updates from board members
10. Future Neenah Updates
  - Holiday Event Wrap Up
  - Theda Residency Tours
11. Announcements and future agenda items
  - Next meeting is Feb 17, 2026

### **Dates To Remember:**

January 24, 2026 = Gift Certificate Sale

February 14, 2026 = Warm Your Heart

***New BID Committee Members Always Welcome***

### **WISH LIST:**

- \$500 sponsorships for 2026 BID events:  
*Love Local Saturday, Preholiday Shop & Stroll, Employee Appreciation Day*
- A gift of 'joy' for staff – Your kind words and support!  
*or 7-Up (Mike's fav) & 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  
November 18, 2025 – 8:00 am  
Hauser Room – Neenah City Hall**

**PRESENT:** Board Members: Tori Dorn, Ald. Mark Ellis, Christine Rondeau, Robert Wedge, Bob Gillespie, Ben Ziemba, Alex Wenzel and George Brownell. Also present: Ald. Cari Lendrum, Ald. Flo Bruno, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, Deputy Director Brad Schmidt (City of Neenah Community Development), and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

**Approve minutes of September 16, 2025 meeting: MSC Ellis/Wenzel, the BID Board to approve the minutes of the September 16, 2025 BID Board meeting. All voting aye. Motion passed.**

**Public Appearances:** None.

**Financials:**

Bills for Approval: **MSC Ellis/Gillespie, the BID Board to approve the bill packet for \$52,581.85. All voting aye. Motion passed.**

Due to the Co-Op meeting being in October, there was not an October bill packet nor is there a budget status report for this meeting. This bill packet covers two months.

**Executive Committee:**

2026 BID Op Plan for Approval: **MSC Ellis/Wedge, the BID Board to approve the 2026 BID Operating Plan. All voting aye. Motion passed.**

Assistant Executive Director Hanneman directed members specifically to Appendix A (Budget) and Appendix F which shows all the good things that happened in Neenah in 2025. There was a slight decrease in the overall BID assessment amount due to one building being razed and the consolidation of lots by Galloway. As Galloway is classified as manufacturing, those parcels are not eligible for BID assessment. However, some of this was offset by a slight increase in the assessment amount resulting from recent property improvements at 210 W. Wisconsin Avenue.

Member Gillespie pointed out that the amount for snow removal has decreased. Assistant Executive Director Hanneman explained that there is maintenance savings from the sale of a tractor (previously used for snow removal). That fund will be used if snow removal costs go over budget.

Ald. Ellis said that he is very impressed by plan and the work put into it. He requested that members receive the plan for review earlier for the 2027 plan approval.

The “Thank You of the Month” was presented to the BID Board for their time, leadership and help throughout the year.

### **Maintenance Committee:**

December 10 – Next Committee Meeting

Any questions, comments, concerns from Co-op Partners October Work Plan Meeting? There were no comments/questions.

### **Public Relations and Marketing Committee:**

December 5 = Very Neenah Christmas; December 5-7 = Holiday Market; December 11 = Cookie Crawl; December 13 = Gift Cert. Sale & Special Saturday Office Hours to sell Gift Certificates; February 14 = Warm Your Heart.

During the most recent gift certificate rewards event, 661 rewards were issued, totaling \$55,000 in sales. This marks the first time since 2019 that such a high volume of rewards has been distributed. Shop and Stroll saw 237 people attend. The Cookie Crawl is sold out at 400 tickets. This year, plastic milk cartons will be used for luminaries.

Channel 5 will show nine days of commercials for Downtown Neenah. Ald. Ellis suggested the board consider a year-round campaign. Member Rondeau suggested a discussion happen at a Public Relations and Marketing Committee meeting.

### **Recruitment and Retention Committee:**

Retention and Recruitment Grant 127 W. Wisconsin Avenue – **MSC Gillespie/Dorn, the BID Board to approve a \$3,500 Recruitment and Retention grant for a new boiler system at 127 W. Wisconsin Avenue. All voting aye. Motion passed.**

Members discussed the grant request and approved the request as other similar requests had been approved in the past. Members discussed grant guidelines and conditions. This will be discussed at a separate meeting.

### **City of Neenah Updates:**

The city's final budget meeting will happen November 18<sup>th</sup>. 53% of the budget is going towards public safety. The Wheel Tax has replaced the TARF.

T. Wall Enterprises has submitted a Request for Proposal for a new multi-family development on the Millview site, currently occupied by a warehouse. T. Wall previously developed and owns the Solaris property directly adjacent to this site. The proposed project aligns with the goals outlined in the Downtown Plan.

The net new construction value in the city is the highest in the city's history. This substantial growth is supported by the construction of 85 new homes, the expansion of Galloway, the development of RGL's new building, and numerous other projects.

ThedaCare is constructing new townhomes for its upcoming residency program on the former Roosevelt School site. In addition, single-family lots will be available at the former Shattuck School site.

The supply of single-family lots continues to be a challenge. City staff are actively working with landowners and developers to identify solutions. Recent housing studies indicate a clear need for more housing, as well as a broader range of housing types within the city.

**Future Neenah Updates:**

The Holiday Market is set for December 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup>. This coming weekend is opening weekend for skating at The Plaza. Executive Director Bowman thanked Member Wenzel for his help at the Gala. Some things will be placed at Alta Alley for the holiday events.

**Announcements and future agenda items:**

Next meeting – January 20<sup>th</sup>

The Board adjourned at 9:03 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 November 30, 2025**

	Balance as of 1/1/2025	ACTUAL November 2025	ACTUAL YTD Total 2025	2025 BUDGET	Budget - Actual
<b>Beginning Balance</b>	\$ 27,750.22		\$ 27,750.22	\$ 23,360.00	27,750.22
<b>INCOME</b>					
<b>BID assessment</b>		\$ -	\$ 160,333.51	\$ 160,334.00	0.49
<b>Gift Certificate Revenue ^</b>			\$ -	\$ -	-
<b>Total Income</b>		\$ -	\$ 188,083.73	\$ 183,694.00	
<b>CENTRALIZED MANAGEMENT</b>					
		11,167.68	64,285.69	70,241.00	5,955.31
<b>PUBLIC RELATIONS</b>					
		15,608.25	25,023.03	32,925.00	7,901.97
<b>RETENTION and RECRUITMENT</b>					
		11,804.54	14,872.52	31,250.00	16,377.48
<b>MAINTENANCE</b>					
		7,702.38	42,715.47	49,278.00	6,562.53
<b>TRANSFER TO SAVINGS</b>					
		-	-	-	
<b>Total Expenses</b>		\$ 46,282.85	\$ 146,896.71	\$ 183,694.00	\$ 36,797.29
<b>Remaining Funds Available</b>			\$ 41,187.02	\$ -	
<b>CENTRALIZED MANAGEMENT</b>					
Auto Allowance		159.00	159.00	100.00	(59.00)
Postage		18.61	39.78	60.00	20.22
Conferences and Meetings		60.69	615.04	810.00	194.96
Auditing		-	3,450.00	3,450.00	-
Banking Fees		-	24.00	96.00	72.00
Professional		10,870.00	59,785.00	65,200.00	5,415.00
Office Supplies		59.38	212.87	525.00	312.13
<b>Total - Centralized Management</b>		\$ 11,167.68	\$ 64,285.69	70,241.00	\$ 5,955.31
<b>PUBLIC RELATIONS</b>					
Outside Printing		-	339.23	1,150.00	810.77
Advertising & Publications		4,507.62	5,067.62	6,000.00	932.38
Promotional Activites and Events		2,557.62	6,568.84	8,500.00	1,931.16
Outside Services		59.94	819.12	1,150.00	330.88
Gift Certificates		8,483.07	12,077.20	15,900.00	3,822.80
Brand Implementation		-	151.02	225.00	73.98
<b>Total Public Relations</b>		\$ 15,608.25	25,023.03	\$ 32,925.00	\$ 7,901.97
<b>RETENTION and RECRUITMENT</b>					
Misc. Expenditures		204.54	3,272.52	\$ 4,000.00	727.48
Awning / Sign Grant		600.00	600.00	\$ 4,750.00	\$ 4,150.00
Recruitment Tools		1,000.00	1,000.00	\$ 1,250.00	\$ 250.00
Retention Grant Program		10,000.00	10,000.00	\$ 17,250.00	\$ 7,250.00
Placemaking Grant Program		-	-	\$ 4,000.00	\$ 4,000.00
<b>Total Retention and Recruitment</b>		\$ 11,804.54	\$ 14,872.52	\$ 31,250.00	\$ 16,377.48

**CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT**  
**2025 Budget Status Report**  
**As of November 30, 2025**

	Balance as of 1/1/2025	ACTUAL November 2025	ACTUAL YTD Total 2025	2025 BUDGET	Budget - Actual
<b>MAINTENANCE</b>					
Banners		3,281.25	4,831.94	3,750.00	(1,081.94)
Maint.of Equip / Snow Removal		-	1,402.51	5,500.00	4,097.49
Waste Removal/Recycle		1,770.38	9,729.64	11,500.00	1,770.36
Tree Lights & Holiday Décor		925.00	925.00	3,500.00	2,575.00
All Other Supplies		86.14	549.14	750.00	200.86
Storage Rental		402.80	1,611.20	1,580.00	(31.20)
Flower Beds		-	20,309.23	18,660.00	(1,649.23)
Fixtures & Facilities		1,236.81	3,356.81	4,038.00	681.19
Total Maintenance Task Force		\$ 7,702.38	\$ 42,715.47	\$ 49,278.00	\$ 6,562.53
<b>Transfer to Savings for Sign</b>		\$ -	-	\$ -	
Total Expenses		\$ 46,282.85	\$ 146,896.71	\$ 183,694.00	\$ 36,797.29
			<b>Balance</b>		
Gift Certificates Checking Account	\$ 94,396.12	\$ 1,715.00	\$ 98,774.60	\$ -	\$ -
Capital Reserve Fund	23,061.81	\$ (6,299.00)	16,762.81	23,062.00	6,299.19
Excess Revenue from GC Fund	33,500.00	\$ -	33,500.00	33,500.00	
Interest Earnings	203.84	117.07	1,217.98	150.00	(1,067.98)
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	\$ (6,181.93)	\$ 65,752.74	\$ 71,288.00	\$ 5,535.26