

# AGENDA

## Neenah Central City Business Improvement District Board

Tuesday, Nov. 18, 2025

8:00 A.M.

**Hauser Room**



1. (ACTION) Approve minutes of Sept 16, 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
4. Executive Committee
  - (ACTION) 2026 BID Op Plan for Approval
  - Thank yous of the month to the BID board
5. Maintenance Committee Report
  - December 10 = Next Cmte Meeting
  - Any QQs, comments, concerns from Co-op Partners October Work Plan Meeting?
6. Public Relations and Marketing Committee
  - Report from November 13 Cmte Meeting
7. Recruitment and Retention Committee
  - (ACTION) Ret & Recr Grant 127 W WI Ave
8. City of Neenah Updates
  - Schmidt & Lang
9. Round Table & Information Sharing
  - Biz news & updates from board members
10. Future Neenah Updates
  - Holiday Events
11. Announcements and future agenda items
  - No meeting in December – happy holidays! next meeting is Jan 20, 2026

### **Dates To Remember:**

December 5 = Very Neenah Christmas  
December 5-7 – Holiday Market  
December 11 = Cookie Crawl  
December 13 = Special Saturday Office Hours to sell Gift Certificates  
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**  
**August 19, 2025 – 8:00 am**  
**Hauser Room – Neenah City Hall**

**PRESENT:** Board Members: Tori Dorn, Ald. Mark Ellis, Alex Noskowiak, Christine Rondeau, Robert Wedge, Bob Gillespie, Umer Sheikh, Ben Ziemba, Alex Wenzel and Michelle Bauer. 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 August 19, 2025 meeting:** MSC Ellis/Noskowiak, the BID Board to approve the minutes of the August 19, 2025 BID Board meeting. All voting aye. Motion passed.

**Public Appearances:** None.

**Financials:**

Bills for Approval: MSC Ellis/Noskowiak, the BID Board to approve the bill packet for \$6,678.29. All voting aye. Motion passed.

**Executive Committee:**

The “Thank You of the Month” will be presented to John Houlihan (Wilmar Chocolates). Wilmar provided the table gift for Ultimate Ladies Day.

Placer.ai statistics: Assistant Executive Director Hanneman covered the statistics from Boogie and the Yo-Yoz’s concert. Over 7,200 people were in the district in the hours of the concert, just before, and just after the concert. The average dwell time was 129 minutes. She also shared numbers from the Wednesday Night Concert Series and the Out to Lunch Concert Series.

Grainworks has asked FNI for Placer.ai statistics during their event on September 6<sup>th</sup>. They sold 905 tickets for the event.

There is an Executive Committee meeting scheduled for September 24<sup>th</sup>.

Planning for the 2026 BID budget and Operating Plan will start soon. Members were encouraged to start thinking of wish list items.

**Maintenance Committee:**

Report from September 10 Committee Meeting: stoplights have been adjusted and this has helped congestion in the downtown; new banners have been ordered; it was pointed out that camera footage is only saved for about 48 hours so if someone sees something, report it to FNI or the city sooner rather than later; an extra weekly pickup from the garbage corrals will be scheduled during the holiday season; ideas for something in the spring (like the Tiny Doors or decorated tree beds) were discussed; snow was discussed.

The snow policy last year will continue into this year: anything over a dusting or trace will be taken care of by Cowling.

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

Farmer's Market through October 11; September 18 = Farm to Table; October 4 = Old Fashioned Saturday; October 14/15 = Art Show at Ballroom; November 13 = Holiday Shop and Stroll; December 5 = Very Neenah Christmas; December 5-7 = Holiday Market; December 11 = Cookie Crawl; December 13 = Gift Cert. Sale.

Ultimate Ladies Day went very well and the hotel did a great job. One hundred and seventy tickets were sold. The gift certificate promotion also went well: 150 \$10 rewards were redeemed equaling a \$13,929 receipt value.

The Cheese Table may have a soft opening September 19<sup>th</sup>.

The committee discussed changing the dates of the Summer Sidewalk Sale so as to not compete with the Winnebago County Fair and Mile of Music. The dates that are being considered are July 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup>.

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

No meeting/No report.

### **Work/Discussion/Prep Time:**

Members reviewed the District Ambassador questionnaire. Members Wedge and Sheikh requested that a question be removed that asked about rent range. They questioned if this should be publicly available and mentioned that a lot of different variables go into total rates. They also requested the question regarding what is included in rent be removed.

Member Ellis suggested adding questions regarding marketing and how the business markets (example: cross-marketing shared between businesses, etc.). Member Sheikh suggested adding garbage/recycling topic questions. Assistant Executive Director Hanneman will revise and bring back to the committee.

Assistant Executive Director Hanneman also asked members to fill out a worksheet regarding the Co-op Partners Work Plan to help her with planning the meeting in October.

Member Dorn suggested communication be given to businesses regarding A Very Neenah Christmas.

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

The City is working to create the first city Strategic Plan. This will help set priorities and guide city decisions. A press release will go out September 14<sup>th</sup> with a survey.

City Council will be reviewing the proposed acquisition of the warehouse property on Millview Drive. Community Development has sent out two Requests for Proposals for development: one for Millview Drive and one for development sites on S. Commercial Street.

### **Roundtable & Information Sharing:**

Oktoberfest at Lion's Tail Brewing will be September 19 and 20<sup>th</sup>. J. Anthony Jewelers will be hosting their annual gem show September 20<sup>th</sup>. Investment Planners, Inc. will be hosting a speaker at the Best

Western Premier Bridgewood Resort Hotel on September 25<sup>th</sup>. Topics will include support for those dealing with family members/friends with dementia and grief.

Member Ellis brought up that Council will also be reviewing the authorization for a jurisdictional offer for 105 W. Winneconne Avenue, for the Commercial Street right turn lane at Winneconne Avenue. South Commercial Street construction is slated to be done at the end of October.

**Future Neenah Updates:**

Assistant Executive Director Hanneman discussed the Illuminate Neenah Light Projection Shows, which is on the side of Greene's Pour House (Friday and Saturday nights) and the backside of the FNI building. They are now working with the Neenah Historical Society on some historical Neenah projections, which would animate old photos. Executive Director Bowman thanked Member Shiekh for allowing the equipment for the shows to be mounted to a building he owns.

Farm to Table is Saturday, September 20<sup>th</sup> and is sold out. Cookie Crawl is scheduled for December 11<sup>th</sup>.

**Announcements and future agenda items:**

Next meeting – October 21<sup>st</sup> from 8:00 – 9:30 to discuss co-op plan.

Members should plan to attend the November 19<sup>th</sup> meeting to approve the 2026 Operating Plan.

The Board adjourned at 8:50 a.m.

Respectfully submitted,



Samantha Jefferson  
Community Development Specialist, Community Development

## APPENDIX F 2025 ANNUAL REPORT

The Neenah Central City Business Improvement District (BID) has successfully completed 24 full years of operation. We are pleased to report that as we review the accomplishments of this past year, many challenges and opportunities were addressed, and new partnerships were formed. Significant progress was made toward attaining the four goals and objectives of the BID, while also ensuring the long-term sustainability of the Neenah City Central Business Improvement District.

### **Served the Downtown as the central administrative hub:**

- Continued implementation of a multi-party Cooperative Agreement between the BID, FNI and the City of Neenah to address volunteer and staffing solutions for maintenance and programming in the district. (Next meeting '27.) Most recent partner meeting was held Oct 21, 2025.
- Hosted BID annual meeting with a walk-in format including info sharing and continental breakfast at Future Neenah office – Spring 2025.
- Staff attended the Fox Cities Convention and Visitors Bureau Annual Meeting, also the WDAC annual conference in Beloit in May.
- Worked cooperatively and met with BID representatives from surrounding communities.
- Continued investment in the Downtown community of over \$160,334.
- Future Neenah awarded Urban Market Neenah the 2024 Downtown Business of the Year.
- Conducted a review of the BID's 2024 financials.
- Continued distribution of "Neenah To Know" email blasts to district businesses.
- Future Neenah carried on its 42-year history of supporting the Downtown and BID through administrative support.

### **Sustained the competitiveness of Downtown through an ongoing program of marketing:**

#### Enhanced the availability of BID information on the web:

- Media Management: Instagram account for Downtown Neenah. #downtownneenah (2,580 followers on Nov. 1 \* a 19% increase over 2024)
- Utilized neenah.org as website base for informational pages such as: Business List, Gift Certificates, Downtown, Ladies Day, Dining/Entertainment, Shopping, BID. In '25 Future Neenah redesigned and reformatted the site to be more user friendly and attractive.
- Utilized Future Neenah's 'MailChimp' email blast program (1,536 subscribers) to promote Downtown events and activities such as the Ladies Day, Warm Your Heart, Shop & Stroll, Cookie Crawl with Luminaries, Summer Madness Sale and Gift Certificate Sales.
- Facebook. Future Neenah = 18,298 followers. 44% Neenah; 21% Appleton; 11% Menasha; 10% Oshkosh; 5% Greenville. Also paid to 'boost' exposure of posts.

#### Events (in partnership with Future Neenah):

- Hosted 11<sup>th</sup> Warm Your Heart event on Feb. 8 to drive traffic in the district during the shoulder season with 350 in attendance.
- Hosted 20<sup>th</sup> Annual Ultimate Ladies Day with 170 in attendance.
- Future Neenah Farm Market sponsor. To effectively translate market traffic (15,100 attendees over 18 weeks) to district shoppers, we used a gift certificate sale opening day of the market (see stats below).
- Sponsored Ice Sculpture at Future Neenah's A Very Neenah December Event. Businesses participated with a window display.
- The BID alley between Town Council and Future Neenah was decorated for the holidays – Spring Flower Alley (wood & metal flowers by NJSD students), Summer Pinwheel Alley, Halloween Spooky Forest, Christmas Candy Cane Lane.
- Spring: Easter Ns Scavenger Hunt + Tiny Doors Scavenger Hunt with fired & painted clay doors by NJSD students.
- Hosted 2 "Shop & Stroll" events: Spring with 135 in attendance on March 20. Preholiday with 125 in attendance on Nov 13.
- Hosted a new Love Local Saturday Event on April 12 giving away 100 free bags with coupons and Neenah swag.
- Hosted the 12<sup>th</sup> annual Summer Madness Sale, *Great Places, Great Prices, Great Fun*, July 30 - August 2 (3 days).
- 15 Businesses participated in Future Neenah's 5<sup>th</sup> annual Wine Walk Event on May 10 (moved to spring from fall). There were 277 paid attendees. Attendees received \$5 in cork cash (gift certificates) as an incentive to make downtown purchases.
- Hosted a successful 9<sup>th</sup> annual Downtown Neenah Employee Appreciation Day on June 26.
- Hosted 2 art shows at The Ballroom at the Reserve (spring & fall). Showcased unique downtown venue, Neenah artists and brought traffic Downtown on a weeknight.
- 8<sup>th</sup> annual luminary pop-up event with a cookie crawl on December 11, 2025. 400 cookie passports sold out.
- Future Neenah hosted 2 summer street dances with bands on Wisconsin Avenue. Both drew thousands of visitors to our Downtown. Glam Band in June = 6,200 & Boogie in August = 7,200
- Future Neenah hosted 2<sup>nd</sup> Old Fashioned Saturday on October 4, 2025 with 400 in attendance – showcase Downtown bars and restaurants and increased foot traffic.
- Future Neenah showcased our Downtown to 185 guests for the 10<sup>th</sup> annual Farm to Table Dinner held at The Plaza.
- Future Neenah organized Last Light: Neenah, an illuminated projection show, to bring guests to our community.

#### Community & Business Partnerships:

- Quarterly meetings with our Community Development partners.
- Worked in conjunction with the City of Neenah Dept of Community Development and was awarded a Vibrant Spaces Grant. (Alta Alley!)

## APPENDIX F 2025 ANNUAL REPORT

*Continued...*

### Market analysis and branding study. Year 12 of implementation:

- Purchased Downtown Neenah branded items such as pens.

### Destination Advertising/Marketing:

- Partnered with the Convention & Visitors Bureau:
  - One-page co-op ad in the upcoming 2026 Convention & Visitors Bureau Guide with Downtown Neenah editorial copy featuring our brand/logo.
- Quarter page ad in the quarterly Future Neenah Magazine (circulation 6,000 & online).
- Supported the Little Lake Trestle Loop whenever possible. The trail loop brings trail users directly into our Downtown. Future Neenah hosted a Log Your Loops challenge for the 7-year anniversary of the trestle loop to encourage traffic and awareness of the recreational trail. 1,125 people registered to Log their Loops and 325 completed 50+ loops. Loop counters in 3 locations tracked average daily traffic during a 3-week period in June. 902 Doty Island Trestle, 558 Arrowhead Trestle, 288 Arrowhead Railroad Switchback.
- Worked with district photographer Landon Rankin to update downtown photo inventory with models inside downtown businesses.
- Purchased Q4 television advertising with channel 5 including 18 downtown businesses. (in addition to free live promos throughout the year).

### 2025 Gift Certificate Program:

#### Sales Promotion Results:

- January 20 sale to boost post-holiday shoulder season sale at Downtown Businesses. 135 bundles Sold. District impact of \$6,750+.
- June 14: 135 bundles Sold. District impact of \$6,750+

#### Rewards Promotion Results:

- September 13 Ladies Day Rewards: 158 customers redeemed over \$13,929 in receipts.
  - November 7 & 8: 665 rewards distributed with sales receipts totaling \$51,807.
- December Gift Certificate Saturday: XX scratch & win issued for \$XXX. \$XXXX in sales that day. (TBD 12.13.25)

#### Overall Program:

Through October 31, 2024: Certificates valued at \$57,124 were issued.

### **Examined & pursued opportunities for business assistance, retention & recruitment:**

- Connected business prospects looking to relocate to the BID.
- Hosted Women In Commercial Real Estate Meeting.
- Because the aesthetics of the district are so important to our image, in 2025 the district continued the \$500 sign / awning grant to repair, replace or remove business signs or awnings that were in disrepair and the \$100 sandwich board sign grant. As of November 1, 2025, one sign and one sandwich board sign were granted. Continued offering the placemaking grant to create attractive destinations (up to \$500 on a lot).
- 5 new businesses opened in the district, 2 closed, 1 under new ownership, 1 business moved out of state, 1 relocated within the district, 1 office consolidated operations outside of Neenah.
- Subscribed to Placer AI for generation of demographic and traffic stats.
- Promoted Retention & Recruitment Grant Program. See Appendix F. 2 applications granted. 1 pending
- Promoted the façade improvement grant program and assisted businesses with the application process. Since program inception, 45 grant applications have been received. \$256,394 has been granted toward projects valued at \$561,422. See Appendix K.
- Hosted several grand opening ribbon cuttings for new businesses.
- Worked with community development to communicate new guidelines for sidewalk furniture and fixtures.

### **Analyzed, improved and responded to maintenance issues:**

- Banners. Purchased new DINE/SHOP/EXPLORE design banners and added to bracketing system and large snowflake banner inventories.
- Maintained alley lighting for safety.
- Worked with students for volunteer clean up days.
- Executed a single year contract to professionally plant and maintain flowers in hanging lamp post planters. Added new large planters at Chase Bank bumpout, in addition to the Plaza and Marketplace bumpouts.
- Sandblasted and re-powder coated rusted cans and benches.
- Updated the snow removal map and routes. Renewed contract with service for all snows over trace flurries – this was a new policy in '25.

**APPENDIX F**  
**2025 ANNUAL REPORT**  
*Continued...*

- Annual walking inspection tour of the district including the entire board of directors.
- City of Neenah improved intersection at Church & WI.
- Ordered new bench and picnic table for improved corner at 201 West.
- Contracted with Memorial Florists to mulch the tree beds.
- Relocated murals and flowers to dumpster corral wall on Church Street.
- Worked with the City of Neenah to update string lights in Gateway Park.
- Winter/Holiday - added décor and greenery to blue pots at bump outs.
- Contracted with Sparkle Wash for power washing of Church Street, 2 corrals and all automated trash cans.
- Work with Memorial Florists to fully wrap tree lights at Marketplace bump out.

Downtown Refuse & Recycling:

- Continued contract for recycling services with GFL for a two-year contract to 12/31/26. Added additional Dec. tip at Marketplace.
- Removed over 6,000 yards of recycling from 3 common use refuse stations.
- Proactive corral monitoring and maintenance by staff Cannon.
- Work with city staff on dumpster camera monitoring.
- Ordered two new automated trash cans.

## APPENDIX A

### CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2026 BUDGET

CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT			
2026 Budget Worksheet	ESTIMATED YTD Total 2025	2025 BUDGET	2026 BUDGET
<b>Beginning Balance</b>	\$ 27,750.00	\$23,360.00	\$27,363.00
<b>INCOME</b>			
<b>BID assessment</b>	\$ 160,334.00	\$160,334.00	\$158,350.00
<b>Total Income</b>	<b>\$ 188,084.00</b>	<b>\$183,694.00</b>	<b>\$185,713.00</b>
<b>CENTRALIZED MANAGEMENT</b>	69,889.00	70,241.00	70,200.00
<b>PUBLIC RELATIONS</b>	29,950.00	32,925.00	33,290.00
<b>RETENTION and RECRUITMENT</b>	14,875.00	31,250.00	27,220.00
<b>MAINTENANCE</b>	46,007.00	49,278.00	55,003.00
<b>Total Expenses</b>	<b>\$ 160,721.00</b>	<b>\$ 183,694.00</b>	<b>\$ 185,713.00</b>
<b>Remaining Funds Available</b>	\$ 27,363.00	\$ -	\$ -
<b>CENTRALIZED MANAGEMENT</b>			
Auto Allowance	235.00	100.00	245.00
Postage	55.00	60.00	65.00
Conferences and Meetings	555.00	810.00	610.00
Auditing	3,450.00	3,450.00	3,700.00
Banking Fees	24.00	96.00	-
Professional	65,220.00	65,200.00	65,220.00
Office Supplies	350.00	525.00	360.00
<b>Total - Centralized Management</b>	<b>69,889.00</b>	<b>70,241.00</b>	<b>70,200.00</b>
<b>PUBLIC RELATIONS</b>			
Outside Printing	340.00	1,150.00	680
Advertising & Publications	5,685.00	6,000.00	6685
Promotional Activites and Events	8,930.00	8,500.00	9430
Outside Services	760.00	1,150.00	1160
Gift Certificates	14,010.00	15,900.00	14660
Brand Implementation	225.00	225.00	675
<b>Total Public Relations</b>	<b>\$ 29,950.00</b>	<b>\$ 32,925.00</b>	<b>\$33,290.00</b>

## APPENDIX A

### CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2026 BUDGET

<b>RETENTION and RECRUITMENT</b>			
Misc. Expenditures	3,275.00	\$ 4,000.00	\$ 5,750.00
Awning / Sign / Sandw Bd Grant	600.00	4750	1800
Recruitment Tools	1,000.00	1250	4050
Retention Grant Program	10,000.00	17250	12500
Placemaking Grant Program	-	4000	3120
<b>Total Retention and Recruitment</b>	<b>\$ 14,875.00</b>	<b>\$ 31,250.00</b>	<b>\$ 27,220.00</b>
<b>MAINTENANCE</b>			
Banners	5,505.00	3750	3250
Snow Removal	1,970.00	5500	3750
Recycling	10,615.00	11500	12250
Tree Lights & Holiday Décor	925.00	3500	6720
All Other Supplies	780.00	750	790
Storage Rental	1,610.00	1580	1600
Flower	21,245.00	18660	21500
Fixtures & Facilities	3,357.00	4038	5143
<b>Total Maintenance Task Force</b>	<b>\$ 46,007.00</b>	<b>\$ 49,278.00</b>	<b>\$55,003.00</b>
<b>Total Expenses</b>	<b>\$ 160,721.00</b>	<b>\$ 183,694.00</b>	<b>\$ 185,713.00</b>
Capital Reserve Fund	16,763.00	\$ 23,062.00	\$ 14,763.00
Interest Earnings	1,155.00	150.00	900.00
Savings - Signage	11,072.00	11,376.00	11,072.00
Maintenance Savings *	3,200.00	3,200.00	3,200.00
Gift Certificate Revenue	33,500.00	33,500.00	33,500.00
<b>Reserve Fund Balance</b>	<b>\$ 65,690.00</b>	<b>\$ 71,288.00</b>	<b>\$ 63,435.00</b>

\*Snow back up fund from sale of John Deere.