

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, May 16, 2023 ** 8:00 – 9:00 A.M.
Council Chambers * City Hall



1. (ACTION) Approve minutes of April 18, 2023 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
 - 2022 Review – Baker Tilly Complete – Copies Available
 - Gift Certificate Program Reserves Update
4. Executive Committee
 - Thank you of the Month
 - No Meeting, No Report
5. Recruitment and Retention Committee
(ACTION) Marketplace Awning Grant - *tentative*
6. Maintenance Committee Report
 - Next Meeting – District Walk Through June 20 Including Full Board
 - Update: Bench Art on Main
 - Light up flake décor delivered
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from May 11 Meeting
8. City of Neenah Updates
9. Future Neenah Updates
 - Summer Events Updates
 - Log Your Loops: May 29 – Sept 4
10. Round Table & Information Sharing
 - Biz news & updates from board members
11. Announcements and future agenda items
Next Meeting – June 20 All Board District Wide Walk Through (in place of regular business meeting)

<p><u>Dates To Remember:</u></p> <p>Spring Fling Decorated Tree Beds Through June 10</p> <p>Farmers Market Opening Day & Gift Cert Sale June 10</p> <p>Street Dance Concert June 14</p> <p>Downtown Employee Appreciation June 29</p> <p>Summer Madness Sale August 3-5</p>

Minutes of Neenah Central City Business Improvement District Board
April 18, 2023 – 8:00 am
Neenah City Hall – Council Chambers

PRESENT: Board Members: Alex Wenzel, Michelle Bauer, Robert Wedge, George Brownell, John Skyrms, Tori Dorn, Bob Gillespie, Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Julie Last (FNI Accountant), 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 February 21, 2023 meeting: MSC Gillespie/Skyrms, the BID Board to approve the minutes of the February 21, 2023 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Bauer/Skyrms, the BID Board to approve the bill packet for \$55,808.96. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman detailed the major expenditures including half of the FNI annual fee and the pre-draw for Memorial Florist.

2022 Review – Baker Tilly was Onsite Week of March 27 – This year is a review instead of an audit as is allowable by state statutes.

Gift Certificate Program History – FNI Acct Last – FNI Accountant Julie Last explained gift card redemption statistics and that throughout the fund’s twenty-year existence, there has accumulated several thousand dollars of unredeemed funds. Although the BID’s policy is that even expired gift certificates can be redeemed, Julie would suggest \$33,500 is available to be recognized as revenue for certificates that will never be redeemed. The remaining funds should remain in the gift certificate checking account to cover unredeemed gift cards that will be redeemed in the future.

MSC Skyrms/Gillespie, the BID Board to approve the creation of a new account to hold revenue recognized from unredeemed gift certificate funds. Motion passed.

Executive Committee:

Downtown Annual Meeting ’22 in Review – Assistant Executive Director Hanneman played a slideshow highlighting BID happenings in 2022. She has sent this to the BID and will put it on the website.

Retention & Recruitment Committee:

Report from March 2 Meeting – The R&R Committee reviewed grant eligibility standards. It was decided that past 12/31/2023 (they will remain as is for the remainder of this year), things that would be considered regular maintenance will not be eligible for these grants. Language has not yet been formalized but will be in the coming months. Future Neenah will start to inform property owners in the fourth quarter of this year.

Maintenance Committee:

Next meeting – District Walkthrough June 20 Including Full Board

Update: Bench Art on Main – Five benches from the old bus stop area have been removed and prepped. Area artists will be painting these and they will be placed on Main Street in the vicinity of the Plexus Design Building.

Light Up Flake Décor Ordered – Uplighting is being discussed along with lights that extend as the tree grows to allow for more time to between replacements. Assistant Executive Director Hanneman is looking into twinkling fairy lights as well.

The old bus stop building will remain until a permanent location is determined. Less funds are available for Sparkle Wash to pressure wash the sidewalks since the third dumpster was installed. Staff has been discussing adding lights to the mid-block crossing. The DOT may have issues with this and staff has suggested that pedestrians may get to comfortable when crossing using lights.

Public Relations and Marketing Committee:

Spring Fling – May 6 Opening Day; Log Your Loops – begins May 29; Farmer’s Market Opening Day and Gift Certificate Sale – June 10

Report from February 9 Meeting: The Easter Scavenger Hunt ended with 52 entries – 8 Dairy Queen Cakes were given out as prizes. Tree bed and bench decorating will happen again this year. Pre-planning is starting for Ultimate Ladies Day. New residents of 201 West were given welcome bags.

City of Neenah Updates:

Downtown Master Plan – Deputy Director Schmidt introduced the final Downtown Master Plan and highlighted a few major ideas which included a cycle track concept, a roundabout at the Torrey/Millview intersection, and a bridge into Arrowhead from the Gateway Park area.

Future Neenah Updates:

40th Anniversary in '23: Future Neenah will be forty years old on April 27th – all welcome at noon for cake cutting and opening of time capsule.

Announcements and future agenda items: Next Meeting – May 16

MSC Skyrms/Gillespie the BID Board to adjourn at 9:05 a.m.

Respectfully submitted,



Samantha Jefferson
Community Development Specialist, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of April 30, 2023

	Balance as of 1/1/2023	ACTUAL April 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Beginning Balance	\$ 20,202.02		\$ 20,202.02	\$ 17,145.40	20,202.02
INCOME					
BID assessment		\$ -	\$ 144,797.11	\$ 144,797.00	(0.11)
Gift Certificate Revenue		\$ 33,500.00	\$ 33,500.00	\$ -	(33,500.00)
Total Income		\$ 33,500.00	\$ 198,499.13	\$ 161,942.40	
CENTRALIZED MANAGEMENT					
		30,820.12	31,611.12	66,846.00	35,234.88
PUBLIC RELATIONS					
		892.16	3,263.25	28,630.00	25,366.75
RETENTION and RECRUITMENT					
		-	563.93	25,000.00	24,436.07
MAINTENANCE					
		15,685.34	18,919.68	36,464.00	17,544.32
TRANSFER TO SAVINGS					
		-	-	5,000.00	
Total Expenses		\$ 47,397.62	\$ 54,357.98	\$ 161,940.00	\$ 102,582.02

Remaining Funds Available	\$ 144,141.15	\$ 2.40
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CENTRALIZED MANAGEMENT

Auto Allowance	-	-	100.00	100.00
Postage	10.44	10.44	50.00	39.56
Conferences and Meetings	106.33	106.33	525.00	418.67
Auditing	664.00	1,255.00	2,950.00	1,695.00
Banking Fees	-	-	96.00	96.00
Professional	30,000.00	30,200.00	62,500.00	32,300.00
Office Supplies	39.35	39.35	625.00	585.65
Total - Centralized Management	\$ 30,820.12	\$ 31,611.12	66,846.00	\$ 35,234.88

PUBLIC RELATIONS

Outside Printing	-	-	1,070.00	1,070.00
Advertising & Publications	265.00	365.00	4,000.00	3,635.00
Promotional Activities and Events	294.74	294.74	7,300.00	7,005.26
Outside Services	20.98	81.47	600.00	518.53
Secret Shopper	-	-	60.00	60.00
Gift Certificates	311.44	2,522.04	15,500.00	12,977.96
Brand Implementation	-	-	100.00	100.00
Total Public Relations	\$ 892.16	3,263.25	\$ 28,630.00	\$ 25,366.75

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 1,000.00	1,000.00
Awning / Sign Grant	-	500.00	\$ 5,000.00	\$ 4,500.00
Recruitment Tools	-	-	\$ 1,500.00	\$ 1,500.00
Retention Grant Program	-	63.93	\$ 15,000.00	\$ 14,936.07
Placemaking Grant Program	-	-	\$ 2,500.00	\$ 2,500.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of April 30, 2023

	Balance as of 1/1/2023	ACTUAL April 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Total Retention and Recruitment		\$ -	\$ 563.93	\$ 25,000.00	\$ 24,436.07
MAINTENANCE					
Banners		-	1,065.80	2,750.00	1,684.20
Maint.of Equip / Snow Removal		355.73	355.73	2,500.00	2,144.27
Waste Removal/Recycle		1,939.61	3,464.08	9,600.00	6,135.92
Tree Lights & Holiday Décor		-	-	850.00	850.00
All Other Supplies		125.00	409.07	650.00	240.93
Storage Rental		360.00	720.00	864.00	144.00
Flower Beds		12,905.00	12,905.00	14,250.00	1,345.00
Fixtures & Facilities		-	-	5,000.00	5,000.00
Total Maintenance Task Force		\$ 15,685.34	\$ 18,919.68	\$ 36,464.00	\$ 17,544.32
Transfer to Savings for Sign			-	\$ 5,000.00	
Total Expenses		\$ 47,397.62	\$ 54,357.98	\$ 161,940.00	\$ 102,582.02

			<u>Balance</u>		
Gift Certificates Account	\$ 103,904.20	\$ (37,010.00)	\$ 62,972.36	\$ -	\$ -
Capital Reserve Fund	26,473.15	\$ (8,411.34)	18,061.81	19,473.15	1,411.34
Interest Earnings	13.80	-	14.85	13.82	(1.03)
Savings - Signage	13,004.45	-	13,004.45	13,078.75	74.30
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Money Market Account ^	-	33,500.00	33,500.00	3,201.00	(30,299.00)
Reserve Fund Balance	\$ 42,691.40	\$ 25,088.66	\$ 67,781.11	\$ 38,966.72	\$ (28,814.39)

^ Acct established 4/2023 for revenue recognized from unclaimed gift certificates