

AGENDA

Neenah Central City Business Improvement District Board
Tuesday, February 18, 2025
8:00 A.M.
Council Chambers



1. (ACTION) Approve minutes of January 21, 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
 - 2024 Review – Baker Tilly in Neenah March 24
 - Budget Status Report
4. Executive Committee
 - Thank yous to/from
5. Recruitment and Retention Committee
 - (ACTION) Ret & Recr Grant (145 W WI) – formalized vote on cmte recommendation
6. Maintenance Committee Report
 - Next Meeting March 12
7. Public Relations and Marketing Committee
 - 2025 Event Dates (hand out)
 - ~~Report from Feb 13 Meeting (canceled)~~
8. City of Neenah Updates
 - Schmidt & Lang
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
11. Announcements and future agenda items
 - Next meeting is March 18, 2025 (ann mtg)

WISH LIST:

- \$500 sponsorships for Spring Shop n' Stroll '25 & Local Love Saturday
- 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
January 21, 2025 – 8:00 am
Council Chambers – Neenah City Hall**

PRESENT: Board Members: Ald. Mark Ellis, Tori Dorn, Bob Gillespie, Alex Noskowiak, Michelle Bauer, Umer Sheikh, Christine Rondeau and Robert Wedge Also present: Mayor Jane Lang, Assistant Executive Director Sara Hanneman (FNI), Florence Bruno, Ernesto Padilla (Zacatecas), Community Development Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Administrative Assistant Kayla Kubat (City of Neenah Community Development).

Approve minutes of November 19, 2024 meeting: MSC Ellis/Bauer, the BID Board to approve the minutes of the November 19, 2024 BID Board meeting. Motion passed.

Public Appearances: Florence Bruno introduced herself to the BID and stated she is running for first district alderman. The first district includes the downtown.

Ernesto Padilla from Zacatecas discussed his request for a Retention and Recruitment Grant. The restaurant had a leak in the roof.

Financials:

Bills for Approval: MSC Sheikh/Bauer, the BID Board to approve the bill packet for \$15,181.42. Motion passed.

Budget Status Report: did not go over due to closing out yearly financials.

Executive Committee:

The board welcomed new board president Rondeau and new member Ziemba.

Retention & Recruitment Committee:

Mr. Padilla explained his financial hardship with the roof repair and was looking for help from the BID Board to assist with funding repair costs. There was a discussion amongst those present about the parameters for reviewing a retention and recruitment grant. More specifically, discussion included a conversation about the grant's purpose and whether the request by the applicant demonstrated normal building maintenance. The members decided it was best to meet as a group to discuss the retention and recruitment grant and develop parameters that may assist the applicant, and clean-up ambiguity and grey area in the grant requirements.

MSC Ellis/Sheikh, to table the discussion and carry it over into the next committee meeting. Motion passed.

No Meeting, No Report

Maintenance Committee:

Next Meeting March 12

Public Relations and Marketing Committee:

January 25 = Gift Certificate Sale; February 8 = Warm Your Heart; Ongoing Fall//Winter = Last Light: Neenah (New)

Report from Jan 9 Meeting: 350 tickets for Warm Your Heart sold out in 45 minutes. Luminary Light Cookie Crawl overall was a success despite unfavorable weather. Amount of gift certificates sold during the holiday season is in line with previous years.

Discussion was had about tracking gift certificates that do not get used.

City of Neenah Updates:

The Street furniture ordinance will be going to Public Services and Safety Committee with minor changes. The main change is the sandwich board requirements moving to the street furniture code from the sign code. Also, the Remley Sensenbrenner building is being razed along with the house on Doty Street. There are no development plans for the site at this moment. It is currently owned by Nicolet Bank.

Mayor Lang stated the submission to the DNR of the Graef storm water utilities grading plan for Arrowhead should be ready within a few weeks

Round Table and Information Sharing:

None

Future Neenah Updates:

Assistant Executive Director Sara brought up the upcoming gift certificate sale. She also discussed business changes in the downtown, including the sale of the 224 W. Wisconsin Avenue building which includes Elements Unleashed and Sew Biz Drapery. Sew Biz will continue to operate until early summer and a new business will take its place.

Announcements and future agenda items:

An email will be sent out as a follow-up to meet to discuss the parameters of the grant program.

Next meeting: February 18, 2025

The Board adjourned at 9:10 a.m.

Respectfully submitted,



Kayla Kubat
Administrative Assistant, Community Development