

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, January 16, 2024

8:00 A.M.

City Hall Council Chambers



1. (ACTION) Approve minutes of November 21, 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
4. Executive Committee
 - Thank yous of the month
 - New Committee Members Always Welcome
5. Recruitment and Retention Committee
 - (ACTION) Sign Grant for Approval (202 W WI) - ***pending***
 - (ACTION) Sign Grant for Approval (433 S Commercial) - ***pending***
6. Maintenance Committee Report
 - Report from Jan. 10 Meeting
 - Trees / Lighting (separate working cmte needed – volunteers)
 - Annual District Walk Through June 18
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from Jan. 11 Meeting
8. Round Table & Information Sharing
 - Biz news & updates from board members
9. Future Neenah Updates
 - '24 Events Schedule
10. City of Neenah Updates
 - Schmidt & Lang
11. Announcements and future agenda items
 - Next Meeting – February 20, 2024
 - Downtown Annual Meeting – March 19 at Future Neenah Office
(Informal gathering with continental breakfast, info sharing, and year in review + year to come.)

Dates To Remember:

**Post-Holiday Gift Cert
Sale**

January 20, 2024

Warm Your Heart

February 10, 2024

**Minutes of Neenah Central City Business Improvement District Board
November 21, 2023 – 8:00 am
Relish & Roots and Neenah City Hall – Council Chambers**

PRESENT: Board Members: Michelle Bauer, George Brownell, Robert Wedge, Alex Noskowiak, John S kyrms, Tori Dorn, Umer Sheikh and Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, and Deputy Director Brad Schmidt (Community Development), Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of October 17, 2023 meeting: MSC Wedge/Noskowiak, the BID Board to approve the minutes of the October 17, 2023 BID Board meeting. Motion passed.

Public Appearances: Spencer Anbelink (Urban Market) introduced himself to the committee and explained the details of the requested grants below.

Financials:

Bills for Approval: **MSC Wedge/Noskowiak, the BID Board to approve the bill packet for \$23,615.22. Motion passed.**

Budget Status Report: The board discussed the 2024 BID Operating Plan which includes the 2024 Budget. Assistant Executive Director Hanneman directed members to Appendices A and F for accomplishments and budget information. The BID assessment amount has increased due to the revaluation of properties in Neenah. Member S kyrms suggested that the four committees should be giving recommendations to Future Neenah as to where increases should be made and also discuss how the Retention and Recruitment Grant money should be spent. This will be discussed at the committee level.

Assistant Executive Director Hanneman also noted that Ultimate Ladies Day did cost the BID around \$800 as food needed to be brought into the hotel.

Executive Committee:

Thank you of the Month: the BID Board.

Approval of the '24 BID operating plan: **MSC Bauer/Wedge, the BID Board to approve the 2024 BID Operating Plan. Motion passed.**

Retention & Recruitment Committee:

Retention and Recruitment Grant for Approval (Urban Market) and Awning Grant for Approval (Urban Market): Members discussed the request. Member Sheikh voiced concern over the awnings already being placed and a significant amount of the build out having already been completed. The applicant explained that the \$5,000 Retention and Recruitment Grant is for the walls and floors only.

MSC Noskowiak/Wedge, the BID Board to approve the Retention and Recruitment Grant (\$5,000) and Awning Grant (\$500) for 201 W. Wisconsin (Urban Market). Motion passed. Member Sheikh abstaining.

Maintenance Committee:

Next Meeting December 13

Trees/Lighting – a separate work committee will be created for this topic.

Public Relations and Marketing Committee:

Small Business Saturday – November 25; A Very Neenah Christmas – December 1; Luminary Night and Cookie Crawl – December 14; Gift Cert Sale – December 9.

Report from November 9 meeting: Shop and Stroll was very successful and was a sold-out event. Assistant Executive Director Hanneman shared a few positive stories from the November 3-4 gift certificate event.

Announcements and future agenda items: Next Meeting – January 16, 2024

The Board adjourned at 9:02 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
2023 Budget Status Report
As of December 31, 2023

	Balance as of 1/1/2023	ACTUAL December 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)
Total Income		\$ -	\$ 198,499.13	\$ 161,942.40	
CENTRALIZED MANAGEMENT					
		311.82	66,444.34	66,846.00	401.66
PUBLIC RELATIONS					
		3,409.65	27,444.65	28,630.00	1,185.35
RETENTION and RECRUITMENT					
		-	14,563.93	25,000.00	10,436.07
MAINTENANCE					
		2,593.69	30,725.13	36,464.00	5,738.87
TRANSFER TO SAVINGS					
		-	5,000.00	5,000.00	
Total Expenses		\$ 6,315.16	\$ 144,178.05	\$ 161,940.00	\$ 17,761.95

Remaining Funds Available

\$ 54,321.08

\$ 2.40

CENTRALIZED MANAGEMENT

Auto Allowance	105.26	105.26	100.00	(5.26)
Postage	10.71	45.72	50.00	4.28
Conferences and Meetings	-	239.11	525.00	285.89
Auditing	-	2,950.00	2,950.00	-
Banking Fees	-	120.00	96.00	(24.00)
Professional	-	62,500.00	62,500.00	-
Office Supplies	195.85	484.25	625.00	140.75
Total - Centralized Management	\$ 311.82	\$ 66,444.34	66,846.00	\$ 401.66

PUBLIC RELATIONS

Outside Printing	-	-	1,070.00	1,070.00
Advertising & Publications	309.41	3,594.41	4,000.00	405.59
Promotional Activities and Events	700.66	7,703.79	7,300.00	(403.79)
Outside Services	11.54	376.35	600.00	223.65
Secret Shopper	-	-	60.00	60.00
Gift Certificates	2,388.04	15,545.94	15,500.00	(45.94)
Brand Implementation	-	224.16	100.00	(124.16)
Total Public Relations	\$ 3,409.65	27,444.65	\$ 28,630.00	\$ 1,185.35

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 1,000.00	1,000.00
Awning / Sign Grant	63.93	1,063.93	\$ 5,000.00	\$ 3,936.07
Recruitment Tools	-	-	\$ 1,500.00	\$ 1,500.00
Retention Grant Program	(63.93)	12,500.00	\$ 15,000.00	\$ 2,500.00
Placemaking Grant Program	-	1,000.00	\$ 2,500.00	\$ 1,500.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2023 Budget Status Report
As of December 31, 2023

	Balance as of 1/1/2023	ACTUAL December 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Total Retention and Recruitment		\$ -	\$ 14,563.93	\$ 25,000.00	\$ 10,436.07
MAINTENANCE					
Banners		1,023.26	2,089.06	2,750.00	660.94
Maint.of Equip / Snow Removal		97.50	1,088.22	2,500.00	1,411.78
Waste Removal/Recycle		903.44	10,258.03	9,600.00	(658.03)
Tree Lights & Holiday Décor		445.11	680.82	850.00	169.18
All Other Supplies		124.38	1,190.30	650.00	(540.30)
Storage Rental		-	1,440.00	864.00	(576.00)
Flower Beds		-	13,073.29	14,250.00	1,176.71
Fixtures & Facilities		-	905.41	5,000.00	4,094.59
Total Maintenance Task Force		\$ 2,593.69	\$ 30,725.13	\$ 36,464.00	\$ 5,738.87
Transfer to Savings for Sign		\$ -	5,000.00	\$ 5,000.00	
Total Expenses		\$ 6,315.16	\$ 144,178.05	\$ 161,940.00	\$ 17,761.95
			Balance		
Gift Certificates Account	\$ 103,904.20	\$ 5,916.41	\$ 81,249.59	\$ -	\$ -
Capital Reserve Fund	26,473.15	\$ -	23,061.81	19,473.15	(3,588.66)
Interest Earnings	13.80	12.38	109.35	13.82	(95.53)
Savings - Signage	13,004.45	-	13,004.45	13,078.75	74.30
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 42,691.40	\$ 12.38	\$ 39,375.61	\$ 35,765.72	\$ (3,609.89)

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