Neenah Central City Business Improvement District Board

Tuesday, November 17, 2026

8:00 A.M.

Hauser Room

1. (ACTION) Approve minutes October 20, 2026 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
   - (ACTION) '27 BID budget & Op Plan

4. Executive Committee
   - BID Bylaws Being Updated
   - Connect Communities App *APPROVED* with WEDC

5. Maintenance Committee Report
   - Next Meeting Dec 9

6. Marketing, Merchants & Events Committee
   - Report from Nov 10 Cmte Meeting

7. Recruitment and Retention Committee
   - Prospecting – Biz Candidate Names

8. City of Neenah Updates
   - Schmidt & Mayor
   - Zoning (signage)

9. Round Table & Information Sharing
   - Biz news & updates from board members

10. Future Neenah Updates
    - Staffing & Holiday Updates

11. Announcements and future agenda items
    - No Meeting in December – Happy Holidays
      Next meeting is January 19, 2027

Upcoming BID or Future Neenah Events:

November 28 = Small Business Saturday
December 1 = Giving Tuesday
December 4 = A Very Neenah Christmas
December 4-6 = Holiday Market
December 12 = Special Saturday Office Hours to sell Gift Certificates 10am-Noon
Jan 23, 2027 = Gift Certificate Sale
Feb 6, 2027 = Warm Your Heart

New BID Committee Members Always Welcome

WISH LIST:

- $500 sponsorships for 2027 events.
- 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
October 20, 2026 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Bob Gillespie, Alex Noskowiak, Umer Sheikh, Bob Wedge, Christine Rondeau, Robert Wedge, Alex Wenzel, Ben Ziemba, Tori Dorn, Edward Jervis, Jason Koslowski, and Ald. Flo Bruno. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Community Development Specialist Samantha Jefferson (City of Neenah Community Development), and resident Scott Becher (1061 Green Acres Lane).

I. **(ACTION) Approve minutes of September 15, 2026 meeting**:

MSC Dorn/Jervis, the BID Board, to approve the minutes of the September 15, 2026 BID Board meeting. All voting aye. Motion passed.

II. Public Appearances:

Scott Becher (1061 Green Acres Lane) commented that the Theda Clark parking lot (247 E. Wisconsin Ave.) could potentially be used during the Farmer's Market and could be signed as such. This lot is owned by Neenah Downtown Redevelopment Associates.

III. **Financials:**

a) (ACTION) Bills for Approval:

MSC Noskowiak/Bruno the BID Board, to approve the bill packet for $15,457.67. All voting aye. Motion passed.

Assistant Executive Director Hanneman mentioned the invoice for the 2027 Destination Guide spot, the $1,000 partnership for A Very Neenah Christmas, and the Main Street billboard advertisement.

b) Budget Status Report:

Assistant Executive Director Hanneman reviewed the larger expenses on the report. The outside printing amount was for Downtown Neenah brochures. There was also an amount for professional photos of downtown. The Little Siam R&R grant amount was also paid out.

Member Gillespie asked for the status of the R&R grant totals and how much will be left in the fund. After all the current awarded grants are paid out and if the board approves the current ask for 112-114 W. Wisconsin, there would be $89 left in the line item until it is replenished January 1.

c) 2027 Wish List – Plan for '27 BID budget and Op Plan

Assistant Executive Director Hanneman discussed that planning and budgeting has started for 2027. She encouraged the group to start thinking of any items the BID would like to see for next year and to get these items to her.

IV. Executive Committee:

a) Executive Committee meeting September 30 Report

Member Gillespie gave report from the September 30th Executive Committee meeting. The budget was discussed along with promotions and improvements for downtown. The committee decided to have a financial review completed instead of a full audit. Expansion of the BID may happen with the development of the Millview warehouse site.

b) BID Bylaws being updated

Assistant Executive Director Hanneman and Future Neenah board member Attorney Hamrin have reviewed the bylaws and made changes where appropriate and these changes will be brought forward for approval.

c) Connect Communities App Submitted with WEDC

Assistant Executive Director Hanneman submitted an application to the WEDC on the BID's behalf to become part of the Connect Communities Program. This is a step to becoming a Main Street Community.

d) Thank You of the Month

The thank you of the month is from Future Neenah Events Coordinator Meredith Rathe to thank the BID for the partnership in the Farmer's Markets.

V. Maintenance Committee:

a) Next Meeting: December 9:

b) Approval of '27 Memorial Contracts

Members discussed the Memorial Florist quotes for planting, watering and mulch for 2027. They felt the cost of the watering was high, specifically for the blue pots - Assistant Executive Director Hanneman will speak with Memorial about this.

MSC Sheikh/Bruno the BID Board, to approve the Memorial Florist contract for 2027. All voting aye. Motion passed.

VI. Marketing, Merchants & Events Committee

a) Report from October 13 Committee meeting:

Member Rondeau gave an update from the October 13 Marketing, Merchants and Events Committee. Upcoming events: November 6 &7 – Gift Certificate Rewards; November 12 – Preholiday Shop and Stroll; December 4 – A Very Neenah Christmas; December 4-6 – Holiday Market; December 12 – Special Saturday Office Hours to sell Gift Certificates; January 23 – Gift Certificate Sale; February 6 – Warm Your Heart.

Future events were discussed including Love Local Saturday (April 10th), summer sale (July 15-17) and potentially having a Spring brunch crawl instead of a wine walk. New ideas were discussed also such as a book walk, a Wisco week and night markets.

Placer AI data shows that 4,400 visitors were in the downtown during the Old Fashioned Saturday event.

Neenah was not voted the number 1 Christmas town, however, Hallmark did send graphics that can be used to market that Neenah was in the top 25 finalists.

VII. Recruitment and Retention Committee:

a) Sign Grant Café Belle Rue & Market

Urban Market has completed changing their name to Café Belle Rue & Market. They have applied for a sign grant to help with the cost of their new sign. They have not applied for a sign grant in the past. They did receive an awning grant when they had their past name applied to the already existing awnings at 201 West.

MSC Bruno/ Noskowiak, the BID Board to approve a sign grant in the amount of $348.90 for Café Belle Rue & Market at 207 W. Wisconsin Avenue. All voting aye. Motion passed.

b) Sign Grant L'artisitc Injecteur (128 ½ W WI)

The owner of L'artisitc Injecteur has applied for a sign grant for their location at 128 ½ W. Wisconsin Avenue.

MSC Jervis/Sheikh, the BID Board to approve a Sign Grant in the amount of $186 for L'artisitc Injecteur at 128 ½ W. Wisconsin Avenue. All voting aye. Motion passed.

c) Recruitment and Retention Grant (112 W WI)

The owner of 112-114 W Wisconsin Avenue has applied for a Recruitment and Retention Grant for a new HVAC unit specifically for the Bill Paul space.

MSC Jervis/Bruno, the BID Board to approve a Sign Grant in the amount of $5,000 for 112 - 114 W. Wisconsin Avenue. All voting aye. Motion passed. Member Sheikh abstaining.

VIII. City of Neenah Updates:

Deputy Director Schmidt reported that the Neenah Next: Downtown Reimagined downtown plan has received the 2026 Economic Development Award from the Wisconsin Chapter of the American Planning Association (APA-WI).

The intersection at Commercial Street and Wisconsin will be closed until Monday, October 26th.

The city has been approached by two developers regarding the Millview warehouse site. It is anticipated that this will be a mixed-use development.

IX. Round Table and Information Sharing:

a) Business news & updates from board members

Member Bruno handed out copies of the *Life and Times of Doty Island* newsletter and discussed that downtown news could be included in the newsletter.

X. Future Neenah Updates:

a) **Staffing and Holiday Updates**

There was a meeting held on October 6th to discuss holiday event details. Downtown businesses and city staff were in attendance. Businesses are being encouraged to remain open during market times.

XI. Announcements and future agenda items:

a) All board members needed at November 17 meeting for approval of '27 BID budget & op plan

XII. Adjournment

The Board adjourned at 9:00 a.m.

Respectfully submitted,

Samantha Jefferson
Community Development Specialist, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2026 Budget Status Report
As of October 31, 2026

	Balance as of 1/1/2026	ACTUAL October 2026	ACTUAL YTD Total 2026	2026 BUDGET	Budget - Actual
Beginning Balance	**$ 22,402.01**		$ 22,402.01	**$ 27,363.00**	22,402.01
INCOME					
BID assessment		$ -	$ 158,349.64	$ 158,350.00	0.36
Gift Certificate Revenue ^			$ 38,500.00	$ -	(38,500.00)
Total Income		**$ -**	**$ 219,251.65**	**$ 185,713.00**	
CENTRALIZED MANAGEMENT		5,477.28	58,558.89	70,200.00	11,641.11
PUBLIC RELATIONS		8,339.74	19,173.18	33,290.00	14,116.82
RETENTION and RECRUITMENT		30.00	11,685.31	27,220.00	15,534.69
MAINTENANCE		1,277.80	42,134.44	55,003.00	12,868.56
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		$ 15,124.82	$ 131,551.82	$ 185,713.00	$ 54,161.18
Remaining Operating Funds Available			$ 49,199.83	$ -	
CENTRALIZED MANAGEMENT					
Auto Allowance		-	37.85	245.00	207.15
Postage		8.58	26.52	65.00	38.48
Conferences and Meetings		-	271.93	610.00	338.07
Auditing		-	3,700.00	3,700.00	-
Banking Fees		-	-	-	-
Professional		5,435.00	54,350.00	65,220.00	10,870.00
Office Supplies		33.70	172.59	360.00	187.41
Total - Centralized Management		$ 5,477.28	$ 58,558.89	70,200.00	$ 11,641.11
PUBLIC RELATIONS					
Outside Printing		-	370.80	680.00	309.20
Advertising & Publications		7,296.99	7,911.97	6,685.00	(1,226.97)
Promotional Activites and Events		1,000.00	5,167.61	9,430.00	4,262.39
Outside Services		6.82	72.66	1,160.00	1,087.34
Gift Certificates		35.93	5,041.11	14,660.00	9,618.89
Brand Implementation		-	609.03	675.00	65.97
Total Public Relations		$ 8,339.74	19,173.18	$ 33,290.00	$ 14,116.82
RETENTION and RECRUITMENT					
Misc. Expenditures		-	5,250.00	$ 5,750.00	500.00
Awning / Sign Grant		-	-	$ 1,800.00	$ 1,800.00
Recruitment Tools		30.00	1,030.00	$ 4,050.00	$ 3,020.00
Retention Grant Program		-	4,405.31	$ 12,500.00	$ 8,094.69
Placemaking Grant Program		-	1,000.00	$ 3,120.00	$ 2,120.00
Total Retention and Recruitment		$ 30.00	$ 11,685.31	$ 27,220.00	$ 15,534.69

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2026 Budget Status Report
As of October 31, 2026

	Balance as of 1/1/2026	ACTUAL October 2026	ACTUAL YTD Total 2026	2026 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	-	3,250.00	3,250.00
Maint.of Equip / Snow Removal		-	1,776.67	3,750.00	1,973.33
Recycling		877.80	9,025.86	12,250.00	3,224.14
Tree Lights & Holiday Décor		-	7,500.00	6,720.00	(780.00)
All Other Supplies		-	556.50	790.00	233.50
Storage Rental		400.00	1,600.00	1,600.00	-
Flower Beds		-	17,665.41	21,500.00	3,834.59
Fixtures & Facilities		-	4,010.00	5,143.00	1,133.00
Total Maintenance Task Force		$ 1,277.80	$ 42,134.44	$ 55,003.00	$ 12,868.56
Transfer to Savings			-	$ -	-
Total Expenses		$ 15,124.82	$ 131,551.82	$ 185,713.00	$ 54,161.18

			Balance		
Gift Certificates Checking Account	$ 115,014.60	$ (2,170.00)	$ 74,217.43	$ -	$ -
Capital Reserve Fund	16,762.81	$ (332.85)	15,218.11	14,763.00	(455.11)
Excess Revenue from GC Fund	33,500.00	$ -	69,435.00	33,500.00	
Interest Earnings	1,328.29	158.74	2,637.32	900.00	(409.03)
Savings - Signage	11,071.95		11,071.95	11,072.00	0.05
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	$ 65,863.05	$ (174.11)	$ 101,562.38	$ 63,435.00	$ (864.09)