

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, September 17, 2024

8:00 A.M.

Council Chambers



1. (ACTION) Approve minutes of August 20, 2024 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

- 2025 Wish List – Planning for '25 BID budget
- Fall Exec Cmte Meeting September 24

5. Recruitment and Retention Committee

- No Meeting / No Report
- (ACTION) 210 West WI Ret & Recr Grant

6. Maintenance Committee Report

- (ACTION) Tree Bed Mulch Contract 2025
- Trees / Lighting (separate working cmte needed – volunteers)
- Report from September 11 Meeting

7. Public Relations and Marketing Committee

- See Dates in Sidebar Box
- Report from September 5 Meeting

8. City of Neenah Updates

- Schmidt & Lang

9. Round Table & Information Sharing

- Biz news & updates from board members

10. Future Neenah Updates

- Fall Events

11. Announcements and future agenda items

- Next Meeting – October 15

Dates To Remember:

Thru October 12 = Farmers Market
September 17 & 18 = Ben Erickson Art Show
October 5 = Wine Walk
October 26 = Old Fashioned Saturday
November 1 & 2 = Gift Certificate Rewards
November 7 = Preholiday Shop & Stroll
December 6 = A Very Neenah Christmas
December 12 = Luminary Night w/ Cookie Crawl
Ongoing Fall = Last Light: Neenah (NEW)

WISH LIST:

- Clean, empty, dry gallon plastic jugs
- \$500 sponsorships for Spring Shop n' Stroll '25, Shop Small March '25 Promo
- 2 Reams of Gloss Finish Paper
- Glow Sticks/Rods for Luminary Night, Last Light and Christmas
- 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
August 20, 2024 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Alex Wenzel, Bob Gillespie, George Brownell, Umer Shiekh, Alex Noskowiak, Robert Wedge, Ald. Mark Ellis, Tori Dorn, and Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman, Community Development Intern Michael Burrows and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of July 16, 2024 meeting: MSC Ellis/Wedge, the BID Board to approve the minutes of the July 16, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Ellis/Noskowiak the BID Board to approve the bill packet for \$6,550.05. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman detailed items on the Budget Status Report including costs for the following: financial audit, office supplies, magazine advertising, Employee Appreciation Day items, gift certificate processing, snow removal, waste removal, and work performed by Sparkle Wash.

Member Brownell asked if any significant findings have ever been discovered during audits. None have been found. The board discussed their previous decision to have a full audit conducted every third year although not required.

Executive Committee:

Thank You of the Month: The BID Board will be sending a thank you card to Kinley Kay to celebrate their one-year anniversary in Downtown Neenah and for their participation in events and committees.

2025 Wish List – Planning for '25 BID budget and Op Plan: Members were encouraged to start thinking of wish list and budget items for the 2025 year.

Fall Executive Committee Meeting: To be scheduled for September

Alley Update/Community Spaces Pics: Assistant Executive Director Hanneman shared an email she received from Joe Stevenson at East Central Regional Planning regarding collaboration with an alley project. She also shared pictures taken of community spaces in another downtown area.

Retention & Recruitment Committee:

No Meeting/No Report.

Maintenance Committee:

(ACTION) Flower Contract 2025: There will be a slight bump in cost to the flower contract - \$15,230 compared to last year's cost of \$13,990. This also includes one additional hanging planter.

MSC Ellis/Wedge, the BID Board to approve the 2025 flower contract with Memorial Florist for \$15,230. Motion passed.

Trees/Lighting (separate working cmte needed – volunteers): Assistant Executive Director Hanneman discussed the urgency to start deciding on lighting, trees and décor for the upcoming holiday season. She encouraged interested members to help by joining this separate working committee.

Next Committee Meeting – September 11

Public Relations and Marketing Committee:

Memorial Day – Labor Day = Log Your Loops; Thru October 12 = Farmer's Market (Kid's Day July 20); August 22 = Farm to Table (Sold Out in ten minutes); August 28 = Boogie Downtown (stage 100 Block); September 14 = Ladies Day; October 5 = Wine Walk; October 26 = Old Fashioned Saturday; November 7 = PreHoliday Shop and Stroll; Ongoing Fall = Last Light: Neenah (New)

Report from August 8 Meeting: The committee continued to plan Ultimate Ladies Day. Summer gift certificate sale went well despite the less than favorable weather.

Round Table and Information Sharing:

Octoberfest at Lion's Tail will be September 20-21. Also, they will have a tent and they will be selling a Fox Cities Marathon specific beer to celebrate the marathon. A new tenant has been found for the former Element's Unleashed location. A restaurant may be interested in the former Paper City Pub location.

Future Neenah Updates:

Fall/Winter brochures are available now. The light projection projects is still moving forward.

City of Neenah Updates: Community Development Intern Burrows gave an update on the sign code and street furniture revisions.

Deputy Director Schmidt, Assistant Executive Director Hanneman and Corey Scott from RDG have been asked to present on Downtown Neenah and the Neenah Next Downtown Plan at the APA Conference in Madison in September.

Announcements and future agenda items:

Next meeting: September 17, 2024

The Board adjourned at 8:55 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
2024 Budget Status Report
As of August 31, 2024

	Balance as of 1/1/2024	ACTUAL August 2024	ACTUAL YTD Total 2024	2024 BUDGET	Budget - Actual
Beginning Balance	\$ 20,821.08		\$ 20,821.08	\$ 14,733.00	20,821.08
INCOME					
BID assessment		\$ -	\$ 160,107.84	\$ 160,108.00	0.16
Gift Certificate Revenue ^				\$ -	-
Total Income		\$ -	\$ 180,928.92	\$ 174,841.00	
CENTRALIZED MANAGEMENT		-	36,444.30	69,386.00	32,941.70
PUBLIC RELATIONS		310.30	8,583.81	34,155.00	25,571.19
RETENTION and RECRUITMENT		4,561.16	11,998.21	30,125.00	18,126.79
MAINTENANCE		49.98	28,032.91	41,175.00	13,142.09
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 4,921.44	\$ 85,059.23	\$ 174,841.00	\$ 89,781.77

Remaining Funds Available

\$ 95,869.69

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	75.00	75.00
Postage	-	25.20	55.00	29.80
Conferences and Meetings	-	494.05	400.00	(94.05)
Auditing	-	3,200.00	3,200.00	-
Banking Fees	-	-	96.00	96.00
Professional	-	32,500.00	65,000.00	32,500.00
Office Supplies	-	225.05	560.00	334.95
Total - Centralized Management	\$ -	\$ 36,444.30	69,386.00	\$ 32,941.70

PUBLIC RELATIONS

Outside Printing	-	-	3,210.00	3,210.00
Advertising & Publications	-	560.00	4,000.00	3,440.00
Promotional Activites and Events	150.00	4,098.62	9,220.00	5,121.38
Outside Services	-	-	750.00	750.00
Secret Shopper	-	-	-	-
Gift Certificates	160.30	3,885.19	16,750.00	12,864.81
Brand Implementation	-	40.00	225.00	185.00
Total Public Relations	\$ 310.30	8,583.81	\$ 34,155.00	\$ 25,571.19

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 500.00	500.00
Awning / Sign Grant	739.93	3,176.98	\$ 6,125.00	\$ 2,948.02
Recruitment Tools	1,000.00	1,000.00	\$ 1,500.00	\$ 500.00
Retention Grant Program	2,821.23	7,821.23	\$ 20,000.00	\$ 12,178.77
Placemaking Grant Program	-	-	\$ 2,000.00	\$ 2,000.00
Total Retention and Recruitment	\$ 4,561.16	\$ 11,998.21	\$ 30,125.00	\$ 18,126.79

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2024 Budget Status Report
As of August 31, 2024

	Balance as of 1/1/2024	ACTUAL August 2024	ACTUAL YTD Total 2024	2024 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	3,597.69	4,100.00	502.31
Maint.of Equip / Snow Removal		-	725.16	2,830.00	2,104.84
Waste Removal/Recycle		-	6,391.36	10,605.00	4,213.64
Tree Lights & Holiday Décor		-	-	4,250.00	4,250.00
All Other Supplies		49.98	191.14	1,200.00	1,008.86
Storage Rental		-	1,140.00	1,440.00	300.00
Flower Beds		-	14,187.56	14,250.00	62.44
Fixtures & Facilities		-	1,800.00	2,500.00	700.00
Total Maintenance Task Force		\$ 49.98	\$ 28,032.91	\$ 41,175.00	\$ 13,142.09
Transfer to Savings for Sign		\$ -	-	\$ -	
Total Expenses		\$ 4,921.44	\$ 85,059.23	\$ 174,841.00	\$ 89,781.77
			Balance		
Gift Certificates Checking Account	\$ 81,249.59	\$ (5,090.00)	\$ 80,934.41	\$ -	\$ -
Capital Reserve Fund	23,061.81	\$ -	23,061.81	23,062.00	0.19
Excess Revenue from GC Fund^	33,500.00	\$ -	33,500.00	33,500.00	
Interest Earnings	109.35	6.17	180.04	85.00	(95.04)
Savings - Signage	13,004.45	(1,628.61)	11,375.84	13,004.00	1,628.16
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	<u>\$ 72,875.61</u>	<u>\$ (1,622.44)</u>	<u>\$ 71,317.69</u>	<u>\$ 72,851.00</u>	<u>\$ 1,533.31</u>

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