

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, May 20, 2025

8:00 A.M.

Hauser Room



1. (ACTION) Approve minutes of April 15, 2025 meeting
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
3. Recruitment and Retention Committee
 - (ACTION) Grants for Approval (220 W WI)
Placemaking, Ret & Recr, and Sandwich Board
4. Financials
 - (ACTION) Bills for Approval
 - 2024 Review Completed
 - Budget Status Report
5. Executive Committee
 - Thank yous
 - Placer AI Stats
6. Maintenance Committee Report
 - Annual District Walk Through June 17
7. Public Relations and Marketing Committee
 - Report from May 8 Meeting
 - See Dates In Sidebar Box
8. City of Neenah Updates
 - Alta Alley
 - Schmidt & Lang
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
 - Rebrand
 - Illuminate Neenah Light Projection Shows
 - Pedestrian Alley
 - Events (including holiday market)
11. Announcements and future agenda items
 - Annual District Walk Through June 17 (meet at FNI or City Hall ?? Preference ??)

Dates To Remember:

Tiny Doors

May 1-31

Log Your Loops Year 7

May 26 Start Date

Summer Kick Off Street

Concert (Glam Band)

June 11

Gift Certificate Sale

June 14

Farmers Market Opening Day

June 14

New BID Committee Members Always Welcome

Minutes of Neenah Central City Business Improvement District Board
April 15, 2025 – 8:00 am
Council Chambers – Neenah City Hall

PRESENT: Board Members: Ald. Mark Ellis, Bob Wedge, Umer Sheikh, George Brownell, Ben Ziemba, Alex Noskowiak, Tori Dorn, and Christine Rondeau. Also present: Flo Bruno (1002 E. Forest Avenue), Scott Belcher (1061 Green Acres Lane), Mayor Jane Lang, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Community Development Interim Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of February 18, 2025 meeting: MSC Ellis/Sheikh, the BID Board to approve the minutes of the February 18, 2025 BID Board meeting. Motion passed.

Public Appearances: Flo Bruno (1002 E. Forest Avenue) introduced herself to the committee. She was elected as alderperson in the first district.

Scott Belcher (1061 Green Acres Lane) introduced himself and said that he is excited to see what is happening in the downtown.

Financials:

Bills for Approval: MSC Sheikh/Noskowiak, the BID Board to approve the bill packet for \$24,300.61. Motion passed.

2024 Review – Baker Tilly in process: No findings were discovered during the review process.

Budget Status Report: The budget status report given to committee members is year-to-date through February 12th.

Executive Committee:

The 2024 Year in Review Video played during the meeting.

Thank you's for the month to Michelle Bauer for being the BID Board Member who is also a member of the Future Neenah Board and acts as a go-between for the BID Board and Future Neenah Board.

Placer AI Stats: Assistant Executive Director Hanneman shared statistics that were gleaned from the Placer AI subscription. From 5:00 – 9:00 p.m. on the day of A Very Neenah Christmas, there were 12,200 people in the downtown area. Total attendance during event days in 2024 was 59,000 people (this was during 199 days and it was calculated that the value of this is \$3.52M). Businesses can request information from Future Neenah. Member Wedge asked if FNI can look at comparisons with other communities of similar size and who have similar activities.

Retention & Recruitment Committee:

No meeting, no report.

Maintenance Committee:

Report from March 12 Meeting: There was a dumpster fire since the last meeting but the cause was not determined. Sparkle Wash will once again be downtown cleaning garbage cans and dumpster corrals.

Annual District Walkthrough June 17th.

Public Relations and Marketing Committee:

May 1-May 31 – Tiny Doors; May 10 – Wine Walk; Log Your Loops – May 27.

Member Ellis suggested electronic transportable reader signs be considered that could be placed in different areas of Neenah to advertise things happening in the downtown.

For four years, the tree beds have been decorated by different groups in the spring. This year, there will be a new tiny door project instead of this.

The “Love Local” event was Saturday, April 12. It went very well.

City of Neenah Updates:

The Housing Study was approved by Council. The organizational council meeting is tonight, April 15th.

Round Table and Information Sharing:

Ald. Ellis said that the police have been helpful in addressing loud motorcycle traffic in the downtown and encourages businesses to follow up with them if they see issues with this.

The Natural Boutique is closed and Evermore will be opening where Thyme After Thyme is currently.

Future Neenah Updates:

FNI is looking into creating a Kris Kringle Market for the weekend of A Very Neenah Christmas. This is early in the works.

Last Light Neenah will showcase the light projections and will be in conjunction with the draft.

Log Your Loops is in Year 7.

Announcements and future agenda items:

Next meeting: May 20th.

The Board adjourned at 8: 50 a.m.

Respectfully submitted,



Samantha Jefferson

April 17, 2025
BID Meeting Minutes

Community Development Specialist, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2025 Budget Status Report
As of Apr 30, 2025

	Balance as of 1/1/2025	ACTUAL April 2025	ACTUAL YTD Total 2025	2025 BUDGET	Budget - Actual
Beginning Balance	\$ 27,750.22	-	\$ 27,750.22	\$ 23,360.00	27,750.22
INCOME					
BID assessment		\$ -	\$ 160,333.51	\$ 160,334.00	0.49
Gift Certificate Revenue ^				\$ -	-
Total Income		\$ -	\$ 188,083.73	\$ 183,694.00	
CENTRALIZED MANAGEMENT					
		13,360.22	24,254.17	70,241.00	45,986.83
PUBLIC RELATIONS					
		3,710.28	5,153.84	32,925.00	27,771.16
RETENTION and RECRUITMENT					
		3,000.00	3,000.00	31,250.00	28,250.00
MAINTENANCE					
		4,230.11	6,792.11	49,278.00	42,485.89
TRANSFER TO SAVINGS					
		-	-	-	
Total Expenses		\$ 24,300.61	\$ 39,200.12	\$ 183,694.00	\$ 144,493.88
Remaining Funds Available			\$ 148,883.61	\$ -	
CENTRALIZED MANAGEMENT					
Auto Allowance		-	-	100.00	100.00
Postage		10.22	10.22	60.00	49.78
Conferences and Meetings		351.85	351.85	810.00	458.15
Auditing		2,059.00	2,059.00	3,450.00	1,391.00
Banking Fees		8.00	24.00	96.00	72.00
Professional		10,870.00	21,740.00	65,200.00	43,460.00
Office Supplies		61.15	69.10	525.00	455.90
Total - Centralized Management		\$ 13,360.22	\$ 24,254.17	70,241.00	\$ 45,986.83
PUBLIC RELATIONS					
Outside Printing		-	-	1,150.00	1,150.00
Advertising & Publications		280.00	280.00	6,000.00	5,720.00
Promotional Activites and Events		3,131.96	3,131.96	8,500.00	5,368.04
Outside Services		-	-	1,150.00	1,150.00
Gift Certificates		298.32	1,741.88	15,900.00	14,158.12
Brand Implementation		-	-	225.00	225.00
Total Public Relations		\$ 3,710.28	5,153.84	\$ 32,925.00	\$ 27,771.16
RETENTION and RECRUITMENT					
Misc. Expenditures		3,000.00	3,000.00	\$ 4,000.00	1,000.00
Awning / Sign Grant		-	-	\$ 4,750.00	\$ 4,750.00
Recruitment Tools		-	-	\$ 1,250.00	\$ 1,250.00
Retention Grant Program		-	-	\$ 17,250.00	\$ 17,250.00
Placemaking Grant Program		-	-	\$ 4,000.00	\$ 4,000.00
Total Retention and Recruitment		\$ 3,000.00	\$ 3,000.00	\$ 31,250.00	\$ 28,250.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2025 Budget Status Report
As of Apr 30, 2025

	Balance as of 1/1/2025	ACTUAL April 2025	ACTUAL YTD Total 2025	2025 BUDGET	Budget - Actual
MAINTENANCE					
Banners		1,050.69	1,050.69	3,750.00	2,699.31
Maint.of Equip / Snow Removal		1,007.09	1,402.51	5,500.00	4,097.49
Waste Removal/Recycle		1,769.53	3,533.31	11,500.00	7,966.69
Tree Lights & Holiday Décor		-	-	3,500.00	3,500.00
All Other Supplies		-	-	750.00	750.00
Storage Rental		402.80	805.60	1,580.00	774.40
Flower Beds		-	-	18,660.00	18,660.00
Fixtures & Facilities		-	-	4,038.00	4,038.00
Total Maintenance Task Force		\$ 4,230.11	\$ 6,792.11	\$ 49,278.00	\$ 42,485.89
Transfer to Savings for Sign		\$ -	-	\$ -	
Total Expenses		\$ 24,300.61	\$ 39,200.12	\$ 183,694.00	\$ 144,493.88

			<u>Balance</u>		
Gift Certificates Checking Account	\$ 94,396.12	\$ 2,815.00	\$ 92,381.24	\$ -	\$ -
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	203.84	115.70	379.29	150.00	(229.29)
Savings - Signage	11,375.84	-	11,071.95	11,376.00	304.05
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 71,341.49	\$ 115.70	\$ 71,213.05	\$ 71,288.00	\$ 74.95