

AGENDA

Neenah Central City Business Improvement District Board

Tuesday, August 20, 2024

8:00 A.M.

Hauser Room



1. (ACTION) Approve minutes of July 16, 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
 - Thank you of the month
 - 2025 Wish List – Planning for '25 BID budget & Op Plan
 - Fall Exec Cmte Meeting – Schedule for September
 - Alley Update / Community Spaces Pics
5. Recruitment and Retention Committee
 - No Meeting / No Report
6. Maintenance Committee Report
 - (ACTION) Flower Contract 2025
 - Trees / Lighting (separate working cmte needed – volunteers)
 - Next Committee Meeting September 11
7. Public Relations and Marketing Committee
 - See Dates in Sidebar Box
 - Report from August 8 Meeting
8. City of Neenah Updates
 - Schmidt & Lang
 - Cross Walk Upgrades Church/WI
9. Round Table & Information Sharing
 - Biz news & updates from board members
10. Future Neenah Updates
 - Summer Wrap Up, Fall Events, DORA
11. Announcements and future agenda items
 - Next Meeting – September 17

Dates To Remember:

Memorial Day–Labor Day = Log Your Loops
Thru October 12 = Farmers Market
August 22 = Farm to Table
August 28 = Boogie Downtown (stage 100 block)
September 14 = Ladies Day
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
Ongoing Fall = Last Light: Neenah (NEW)

Minutes of Neenah Central City Business Improvement District Board
July 16, 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, Mayor Jane Lang, Deputy Director of Community Development Brad Schmidt, Community Development Intern Michael Burrows and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of May 21, 2024 meeting: MSC Ellis/Dorn, the BID Board to approve the minutes of the May 21, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Gillespie/Dorn the BID Board to approve the bill packet for \$6,130.74. Motion passed.

Executive Committee:

New Committee Members are always welcome to be on subcommittees.

Placer AI Software: Members discussed the data and said it would be valuable if the data was actionable. Using it to attract sponsorships and to recruit specific businesses/types of businesses may be ways to use the data.

WDAC Conference Follow Up: Assistant Executive Director Hanneman attended the WDAC Conference in Wausau. She was able to take notes and photos of things in their downtown that may inspire new things in Neenah's downtown.

Retention & Recruitment Committee:

No Meeting/No Report.

Maintenance Committee:

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. Ald. Mark Ellis volunteered to be on the committee.

Annual District Walk Through June 18 Recap: The consensus of members was that Downtown Neenah is doing very well. Ald. Ellis said that the Downtown was not just surviving but thriving. Member Wenzel said that he appreciated seeing the little details that come up during the walk throughs.

Picnic Tables & Lighting in Gateway: These amenities have been added to Gateway Park thanks to a partnership with the BID and the city.

Public Relations and Marketing Committee:

Memorial Day – Labor Day = Log Your Loops; Thru October 12 = Farmer’s Market (Kid’s Day July 20); August 1-3 Summer Sale; 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 July 11 meeting: The Beach Crawl was canceled due to low number of tickets purchased. Assistant Executive Director Hanneman asked that businesses inform that they can and encourage customers to park in the ramp. Around 1,600 people have signed up for Log Your Loops. There are kayak rental stations in Herb and Dolly and Doty Parks. Lion’s Tail OctoberFest will be September 20-21 and the Pow Wow will be September 14th.

Round Table and Information Sharing:

Member Rondeau told the board that the Natural Boutique will partner with non-profit organizations and help them with a flower fundraiser.

Future Neenah Updates:

The suggested downtown DORA will be discussed at the Public Services and Safety meeting on July 30th.

City of Neenah Updates: Deputy Director Schmidt explained that the Community Development department has been reviewing the standards for sidewalk furniture/sandwich boards and will be updating the ordinance and applications for these amenities. Currently, many businesses have not applied for the necessary license nor has the city been enforcing this. In speaking with the city’s legal team, it is clear that a certification of insurance is needed from the businesses for these items and certain standards must be maintained. Community Development is continuing to work towards a final draft to be taken to council. Member Wedge suggested speaking with businesses about the ideas they may have for this process.

Mayor Lang updated the board on the Arrowhead Master Plan – RFQs and RFPs have been sent out for an engineering plan. It is expected that a firm will be chosen by the end of August. The budget process is underway. Groundbreaking for the new Boys and Girls Club will be coming up in September. The topic of malt beverages being allowed to be sold in c-stores will be reviewed by council in the coming weeks. The Mayor also mentioned that she has been asked about flooding by WBAY and that our engineering can be over its limits during a deluge but the water does go down.

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: August 20, 2024

The Board adjourned at 9:07 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 July 31, 2024

	Balance as of 1/1/2024	ACTUAL July 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		681.55	36,444.30	69,386.00	32,941.70
PUBLIC RELATIONS		1,241.89	8,273.51	34,155.00	25,881.49
RETENTION and RECRUITMENT		-	7,437.05	30,125.00	22,687.95
MAINTENANCE		4,207.30	27,982.93	41,175.00	13,192.07
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ 6,130.74	\$ 80,137.79	\$ 174,841.00	\$ 94,703.21

Remaining Funds Available

\$ 100,791.13

\$ -

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	75.00	75.00
Postage	11.97	25.20	55.00	29.80
Conferences and Meetings	111.23	494.05	400.00	(94.05)
Auditing	450.00	3,200.00	3,200.00	-
Banking Fees	-	-	96.00	96.00
Professional	-	32,500.00	65,000.00	32,500.00
Office Supplies	108.35	225.05	560.00	334.95
Total - Centralized Management	\$ 681.55	\$ 36,444.30	69,386.00	\$ 32,941.70

PUBLIC RELATIONS

Outside Printing	-	-	3,210.00	3,210.00
Advertising & Publications	270.00	560.00	4,000.00	3,440.00
Promotional Activites and Events	701.66	3,948.62	9,220.00	5,271.38
Outside Services	-	-	750.00	750.00
Secret Shopper	-	-	-	-
Gift Certificates	270.23	3,724.89	16,750.00	13,025.11
Brand Implementation	-	40.00	225.00	185.00
Total Public Relations	\$ 1,241.89	8,273.51	\$ 34,155.00	\$ 25,881.49

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 500.00	500.00
Awning / Sign Grant	-	2,437.05	\$ 6,125.00	\$ 3,687.95
Recruitment Tools	-	-	\$ 1,500.00	\$ 1,500.00
Retention Grant Program	-	5,000.00	\$ 20,000.00	\$ 15,000.00
Placemaking Grant Program	-	-	\$ 2,000.00	\$ 2,000.00
Total Retention and Recruitment	\$ -	\$ 7,437.05	\$ 30,125.00	\$ 22,687.95

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

	Balance as of 1/1/2024	ACTUAL July 2024	ACTUAL YTD Total 2024	2024 BUDGET	Budget - Actual
MAINTENANCE					
Banners		-	3,597.69	4,100.00	502.31
Maint.of Equip / Snow Removal		108.75	725.16	2,830.00	2,104.84
Waste Removal/Recycle		1,814.60	6,391.36	10,605.00	4,213.64
Tree Lights & Holiday Décor		-	-	4,250.00	4,250.00
All Other Supplies		53.95	141.16	1,200.00	1,058.84
Storage Rental		380.00	1,140.00	1,440.00	300.00
Flower Beds		50.00	14,187.56	14,250.00	62.44
Fixtures & Facilities		1,800.00	1,800.00	2,500.00	700.00
Total Maintenance Task Force		\$ 4,207.30	\$ 27,982.93	\$ 41,175.00	\$ 13,192.07
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ 6,130.74	\$ 80,137.79	\$ 174,841.00	\$ 94,703.21
			Balance		
Gift Certificates Checking Account	\$ 81,249.59	\$ 1,056.50	\$ 86,024.41	\$ -	\$ -
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	173.87	85.00	(88.87)
Savings - Signage	13,004.45	-	13,004.45	13,004.00	(0.45)
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	-
Reserve Fund Balance	\$ 72,875.61	\$ 6.17	\$ 72,940.13	\$ 72,851.00	\$ (89.13)

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