

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, August 15, 2023 ** 8:00 – 9:00 A.M.
Neenah City Hall * Council Chambers



1. (ACTION) Approve minutes of July 18, 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
 - Board Members - Start Your Wish List / Planning for 2024 BID Budget & Operating Plan
 - Fall Exec. Committee Meeting – Schedule for September
5. Recruitment and Retention Committee
(ACTION) Placemaking Grant Request (116 W WI)
6. Maintenance Committee Report
 - (ACTION) Flower Contract 2024
 - Next Meeting September 13
 - Trees / Lighting
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from August 10 Meeting
8. City of Neenah Updates
 - Q & A
 - Marketplace Lot
9. Future Neenah Updates
 - Events - Summer Wrap Up & Fall Prep
10. Round Table & Information Sharing
 - Biz news & updates from board members
11. Announcements and future agenda items
 - Next Meeting – September 19 w/ guest NPD officer Benoit
 - October 17 Co-Op Partners Meeting

Dates To Remember:

Copper Box Concert Resched.
August 16

Farm to Table @ The Plaza
August 17

Boogie Downtown 6-9pm
August 23

Log Your Loops
Ends September 4

Ultimate Ladies Day
w/ Gift Cert Rewards
September 9

Historical Society Pow Wow
September 16

Lions Tail Oktoberfest
September 22/23

Wine Walk
September 30

Last Farmers Market of the
Season
October 14

Pre-Holiday Gift Certificate
Rewards (BID)
November 3-4

Minutes of Neenah Central City Business Improvement District Board
May 16, 2023 – 8:00 am
Neenah City Hall – Council Chambers

PRESENT: Board Members: Alex Wenzel, Michelle Bauer, Alex Noskowiak, Robert Wedge, Umer Sheikh, George Brownell, John Skyrms, Bob Gillespie, Tori Dorn, LeAnn Wasinger and Christine Rondeau. Also present: Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of May 16, 2023 meeting: MSC Gillespie/Dorn, the BID Board to approve the minutes of the May 16, 2023 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Rondeau/Skyrms, the BID Board to approve the bill packet for \$9,395.36. Motion passed.

This is sixty days of bills and there is no budget status report this month as last month's meeting was the walking tour.

Executive Committee:

Thank you of the Month: Assistant Executive Director Hanneman thanked Member Gillespie for his generosity in having some of his employees help around the downtown. She also thanked Retention and Recruitment committee members for their dedication and for their willingness to meet on short notice.

Retention & Recruitment Committee:

Marketplace Awning Grant – It is planned that all of the Marketplace awnings will be replaced (large awning in front and two, possibly three in the back). The bid for this work is \$5,677 (\$7,642 inclusive of Fibre) and the owner is asking for a \$2,000 grant. The owner attempted to get the required number of bids but did not hear back from the contractor after multiple attempts to contact them.

MSC Wasinger/Gillespie, the BID Board to approve an Awning grant for the Marketplace Building for the amount of \$2,000. Member Shiekh abstained. Motion passed.

201 West Awning Grant – This application is for Bona Fide Juicery Logo to be added to the awning at 201 West building. The franchise already has a contractor who does this for the company so the owners did not ask for other bids.

MSC Skyrms/Noskowiak, the BID Board to approve an Awning grant for Bona Fide Juicery (201 W. Wisconsin Ave.) for the amount of \$500. Motion passed.

Retention and Recruitment Grant: 201 West – This application is for Bona Fide Juicery buildout in the 201 West building. The franchise already has a contractor who does this for the company so the owners did not ask for other bids.

MSC Shiekh/Bauer, the BID Board to approve a Retention and Recruitment grant for Bona Fide Juicery (201 W. Wisconsin Ave.) for the amount of \$5,000. Motion passed.

Maintenance Committee:

District Walk Through June 20: Members commented that the walk through of the district went very well. New items we discussed and things that had been discussed last year had been improved/implemented.

Co-Op meeting will occur this fall.

Assistant Executive Director Hanneman was doing research on different placemaking grants available in various cities and came across \$250 placemaking grants that do not require a match. Members discussed the idea of adding this as an option (the BID would continue to offer a \$500 grant with a 50/50 match). Some members like the idea while some feel that property owners should need to offer up some amount.

Public Relations and Marketing Committee:

#SupportLocalEverything – July 22; Summer Madness Sale – August 3-5; Boogie Downtown – August 23; Ultimate Ladies Day – September 9.

Report from June 13 Meeting: Employee Appreciation Day was a success – stations needed to get more food items several times. Between 1,200 and 1,300 people are signed up for Log Your Loops. Ultimate Ladies Day will be at the Double Tree but the food will be catered in from Bridgewood. On July 22, if you spend \$25 downtown, you will receive tokens to spend at the Farmer's Market.

City of Neenah Updates:

Q&A – Member Gillespie mentioned that he had spoken with the owner of Jessica's Beauty and Barber and she was concerned about the potential of a parking ramp being put on her property and the public lamppost near her property to which electrical access was cut during the Plexus project.

Business View Magazine Story – In the recent issue of Business View Magazine, an expansive spread was done on Neenah.

Marketplace Lot Construction – the Marketplace Lot will be redone in the coming months. A more accurate timeline will be given to the downtown when it has been determined.

Future Neenah Updates:

Placemaking Grant: Future Neenah – Future Neenah is commissioning a local artist to complete a mural that will be put on panels and affixed to the building facing the public bike parking patio.

MSC Gillespie/Skyrms, the BID Board to approve an Placemaking grant for Future Neenah in the amount of \$500. Motion passed.

Farm to Table is sold out and will be held at the Plaza this year. The evening concert that was rained out will be moved to August. DORA has been going very well and there have been no negative comments. Mayor Lang said the only concern that was raised was vendors not keeping a close enough eye on who was grabbing/distributing alcohol. This should be by registered bartenders.

Round Table and Information Sharing:

Tricia's Treasures is leaving the downtown. Kinley Kay is now on the third floor of the Chase building.

Announcements and future agenda items: Next Meeting – August 15

The Board adjourned at 9:05 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 July 31, 2023

	Balance as of 1/1/2023	ACTUAL July 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)
Money Market Interest Income			\$ 6.61	\$ -	(6.61)
Total Income		\$ -	\$ 198,505.74	\$ 161,942.40	
CENTRALIZED MANAGEMENT					
		744.59	33,460.71	66,846.00	33,385.29
PUBLIC RELATIONS					
		3,789.79	11,182.26	28,630.00	17,447.74
RETENTION and RECRUITMENT					
		2,500.00	3,063.93	25,000.00	21,936.07
MAINTENANCE					
		2,360.98	22,537.70	36,464.00	13,926.30
TRANSFER TO SAVINGS					
		-	-	5,000.00	
Total Expenses		\$ 9,395.36	\$ 70,244.60	\$ 161,940.00	\$ 86,695.40

Remaining Funds Available

\$ 128,261.14

\$ 2.40

CENTRALIZED MANAGEMENT

Auto Allowance	-	-	100.00	100.00
Postage	11.34	21.78	50.00	28.22
Conferences and Meetings	-	106.33	525.00	418.67
Auditing	590.00	2,950.00	2,950.00	-
Banking Fees	-	-	96.00	96.00
Professional	-	30,200.00	62,500.00	32,300.00
Office Supplies	143.25	182.60	625.00	442.40
Total - Centralized Management	\$ 744.59	\$ 33,460.71	66,846.00	\$ 33,385.29

PUBLIC RELATIONS

Outside Printing	-	-	1,070.00	1,070.00
Advertising & Publications	265.00	630.00	4,000.00	3,370.00
Promotional Activities and Events	1,350.40	4,931.52	7,300.00	2,368.48
Outside Services	20.98	112.94	600.00	487.06
Secret Shopper	-	-	60.00	60.00
Gift Certificates	2,124.91	5,479.30	15,500.00	10,020.70
Brand Implementation	28.50	28.50	100.00	71.50
Total Public Relations	\$ 3,789.79	11,182.26	\$ 28,630.00	\$ 17,447.74

RETENTION and RECRUITMENT

Misc. Expenditures	-	-	\$ 1,000.00	1,000.00
Awning / Sign Grant	-	500.00	\$ 5,000.00	\$ 4,500.00
Recruitment Tools	-	-	\$ 1,500.00	\$ 1,500.00
Retention Grant Program	2,500.00	2,563.93	\$ 15,000.00	\$ 12,436.07

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

	Balance as of 1/1/2023	ACTUAL July 2023	ACTUAL YTD Total 2023	2023 BUDGET	Budget - Actual
Placemaking Grant Program		-	-	\$ 2,500.00	\$ 2,500.00
Total Retention and Recruitment		\$ 2,500.00	\$ 3,063.93	\$ 25,000.00	\$ 21,936.07
MAINTENANCE					
Banners		-	1,065.80	2,750.00	1,684.20
Maint.of Equip / Snow Removal		-	940.73	2,500.00	1,559.27
Waste Removal/Recycle		1,754.01	5,790.13	9,600.00	3,809.87
Tree Lights & Holiday Décor		-	-	850.00	850.00
All Other Supplies		120.40	529.47	650.00	120.53
Storage Rental		360.00	1,080.00	864.00	(216.00)
Flower Beds		68.29	13,073.29	14,250.00	1,176.71
Fixtures & Facilities		58.28	58.28	5,000.00	4,941.72
Total Maintenance Task Force		\$ 2,360.98	\$ 22,537.70	\$ 36,464.00	\$ 13,926.30
Transfer to Savings for Sign		\$ -	-	\$ 5,000.00	
Total Expenses		\$ 9,395.36	\$ 70,244.60	\$ 161,940.00	\$ 86,695.40
			Balance		
Gift Certificates Account	\$ 103,904.20	\$ (3,204.50)	\$ 72,550.86	\$ -	\$ -
Capital Reserve Fund	26,473.15	\$ -	18,061.81	19,473.15	1,411.34
Interest Earnings	13.80	11.52	44.57	13.82	(30.75)
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	\$ 11.52	\$ 34,310.83	\$ 35,765.72	\$ 1,454.89

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