

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, April 19, 2022 ** 8:00 – 9:00 A.M.
Council Chambers * City Hall



1. (ACTION) Approve minutes of Feb. 15, 2022 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
 - Audit – Baker Tilly Staff Was Onsite 3/31
4. Executive Committee
 - Downtown Annual ‘Meeting’ Handout ’21 Year in Review
 - City Representation
 - Thank You of the Month
5. Recruitment and Retention Committee
 - Meeting following BID 4.19.22 board meeting
6. Maintenance Committee Report
 - Report from March 9 Meeting
 - Full board walk thru of district June 21
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box →
 - Report from April 14 Meeting
8. Round Table & Information Sharing
 - Biz news & updates from board members
9. Future Neenah Updates
10. City of Neenah Updates
 - Downtown Plan
11. Announcements and future agenda items
 - Next Meeting – May 17
 - All Board Walking Tour of District – June 21 (in place of regular business meeting)
 - ADJOURN to Ret & Recr meeting directly following BID board

Dates To Remember:

Spring Fling:
May 7

Log Your Loops:
May 30 – Sept 5

Farmer Market Opening Day
& Gift Cert Sale
June 11

Minutes of Neenah Central City Business Improvement District Board
February 15, 2022 – 8:00 am
Hauser Room – City Hall

PRESENT: Board Members: Alex Wenzel, Alex Noskowiak, Umer Sheikh, Tori Dorn, Jane Lang, Bob Gillespie, Robert Wedge, LeAnn Wasinger and Christine Rondeau. Also present: Sarah Wylie (Future Neenah, Inc.), Sara Hanneman (Future Neenah, Inc.), Ald. John Skyrms, Mayor Kaufert, Director Chris Haese (City of Neenah Community Development) and Office Manager Samantha Jefferson (City of Neenah Community Development).

Approval of Minutes: **MSC Gillespie/Dorn, the BID Board to approve the minutes from the January 18, 2022 BID Board meeting. Motion passed.**

Guest: NPD Community Policing Coordinator, Joe Benoit: Officer Benoit introduced himself and explained his role at the Police Department and how he interacts with the community. He discussed how he can assist businesses in his role.

Public Appearances: None.

Financials:

- Bills for Approval: **MSC Sheikh/Wenzel, the BID Board to approve the bill packet for the amount of \$4,204.44. Motion passed.**
- Budget Status Report: Assistant Executive Director Hanneman pointed out the costs for the post-holiday gift certificate sale and for recycling.
- Audit: Baker Tilly will work on the BID's audit beginning in March. Staff is working to prepare items for the audit.

Executive Committee Report:

- Downtown Annual "Meeting" March 15: This meeting will be held with a "drop in" format at Future Neenah. It will probably be held from 7:30 – 9:30 a.m. but Future Neenah will confirm the time within the next few weeks. A slideshow featuring a review of 2021 will be playing and information will be handed out.
- Thank You of the Month: Assistant Executive Director Hanneman prepared a thank you card for Nikki Hessel for her work and dedication to the downtown.

Recruitment and Retention Report:

- Retention and Recruitment Grant App Consideration (119 W. Wisconsin Avenue): The Retention and Recruitment Committee received a grant request for 119 W. Wisconsin Avenue (a new upscale, women's second-hand clothing boutique) to help with the cost of replacing the hardwood floors. The request is for \$1,250. **MSC Gillespie/Wedge, the BID Board to approve the Recruitment and Retention Grant for 119 W. Wisconsin Avenue in the amount of \$1,250. Motion passed.**

Maintenance Committee Report:

- No meeting No Report
- Next Meeting March 9
- Full board walk thru of district June 21

Public Relations and Marketing Committee Report:

- Dates of upcoming activities:
 - Dine Out Neenah – February 18th – 28th
 - Spring N Scavenger Hunt – April 1st – 14th
 - Spring Fling – May 7th
 - Inter-Tribal Pow Wow – September 17th
- Report from February 11th meeting: Member Lang discussed the highlights of the meeting. Warm Your Heart was discussed – the committee felt that the event went very well even in spite of the cold weather. Twenty-two businesses participated and tickets were sold out at 275. Ideas on how to engage with new residents of Solaris were discussed. The committee discussed the need for new photography of the downtown and planning has begun for several upcoming events. Plexus will be contacted regarding potential flower boxes adjacent to the design center.

The city's traffic engineer has made recommendations to increase pedestrian safety and these suggestions were brought to the Public Services and Safety Committee. Ideas will be discussed and things implemented as staff, the committee and council deem necessary.

Round Table and Information Sharing: A flower shop will be moving into 107 Church Street. Brehmer Law is now located at 117 W. Wisconsin. The owners of the Boost Mobile building are looking for a new tenant. The Subway building has been sold to the owner of Sew Biz and they are looking for a tenant (or potentially two tenants) to occupy the space. A hair salon will be occupying the first floor of the previous Associated Bank Annex building and the upper level will house offices.

Future Neenah Updates:

- Dine Out Neenah will happen again this year on February 18th – 28th.
- New Future Neenah Executive Director Sarah Wylie introduced herself and discussed her background.

City of Neenah Updates:

- Community Development Director Chris Haese discussed the latest news about the Downtown Plan. Seven companies submitted proposals and were interviewed. The chosen vendor is RDG which is the same firm that completed the S. Commercial Street Plan. RDG will work with Neighborhood Investment Partners (Neighborhood Investment Partners did the Arrowhead Park plan). The work is anticipated to start in April. This will be a \$65,000 study and the BID will be contributing \$5,000.
- Updates from Mayor Kaufert:
 - Shopko is still vacant but potential tenants are being considered.
 - A car wash will be constructed at the Tullar and Winneconne.
 - Community Development will be bringing a downtown parking plan to the Council in closed session within the next couple of weeks.
 - A new parking sign will be placed on the side of the Zacatecas building alerting drivers that there is free parking in the ramp after 4:00 p.m. The exact design and material of the sign is still being discussed. Traffic coming from the other way will not be able to see this sign so how to do this is still being discussed. Member Dorn suggested the side of the new building or above the traffic lights. Director Haese

said that both could be possibilities but that the developer of the new building is lukewarm to the idea and it may be against DOT rules to locate a sign on the traffic lights.

- TDS Upgrades are still going on and as the weather gets nicer work will pick up.
- The footings for the Bridgewood Trail System are being put in.
- The CIP budget process will be pushed back a bit so that the incoming administration can be involved.
- The retention pond located across from Washington Park is almost complete.
- Council will re-visit outside dining as it was a temporary measure.

Announcements and Future Agenda Items:

- **Next Meeting – March 15, 2022 (annual meeting * drop in at Future Neenah office)**

Adjournment: The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of March 31, 2022

	Balance as of 1/1/2022	ACTUAL March 2022	ACTUAL YTD Total 2022	2022 BUDGET	Budget - Actual
Beginning Balance	\$ 18,387.40		\$ 18,387.40	\$ 18,528.44	18,387.40
INCOME					
BID assessment			\$ 143,731.46	\$ 143,731.00	(0.46)
Total Income		\$ -	\$ 162,118.86	\$ 162,259.44	
CENTRALIZED MANAGEMENT		-	737.00	64,716.00	63,979.00
PUBLIC RELATIONS		-	1,216.49	29,740.00	28,523.51
RETENTION and RECRUITMENT		-	-	29,000.00	29,000.00
MAINTENANCE		-	2,250.95	38,800.00	36,549.05
TRANSFER TO SAVINGS		-	-	-	
Total Expenses		\$ -	\$ 4,204.44	\$ 162,256.00	\$ 158,051.56
Remaining Funds Available			\$ 157,914.42	\$ 3.44	
CENTRALIZED MANAGEMENT					
Auto Allowance			-	125.00	125.00
Postage			-	45.00	45.00
Conferences and Meetings			-	450.00	450.00
Auditing			737.00	3,700.00	2,963.00
Banking Fees			-	96.00	96.00
Professional			-	60,000.00	60,000.00
Office Supplies			-	300.00	300.00
Total - Centralized Management		\$ -	\$ 737.00	64,716.00	\$ 63,979.00
PUBLIC RELATIONS					
Outside Printing			-	1,100.00	1,100.00
Advertising & Publications			-	3,000.00	3,000.00
Promotional Activities and Events			-	7,800.00	7,800.00
Outside Services			326.49	2,550.00	2,223.51
Secret Shopper			-	90.00	90.00
Gift Certificates			890.00	15,000.00	14,110.00
Brand Implementation			-	200.00	200.00
Total Public Relations		\$ -	1,216.49	\$ 29,740.00	\$ 28,523.51
RETENTION and RECRUITMENT					
Misc. Expenditures			-	\$ 6,000.00	6,000.00
Awning / Sign Grant			\$ -	\$ 2,500.00	\$ 2,500.00
Recruitment Tools			-	\$ 2,500.00	\$ 2,500.00
Retention Grant Program			-	\$ 12,500.00	\$ 12,500.00
Placemaking Grant Program			-	\$ 5,500.00	\$ 5,500.00

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT
2022 Budget Status Report
As of March 31, 2022

	Balance as of 1/1/2022	ACTUAL March 2022	ACTUAL YTD Total 2022	2022 BUDGET	Budget - Actual
Total Retention and Recruitment		\$ -	\$ -	\$ 29,000.00	\$ 29,000.00
MAINTENANCE					
Banners			(25.10)	2,800.00	2,825.10
Maint.of Equip / Snow Removal			130.00	3,000.00	2,870.00
Waste Removal/Recycle			1,930.05	9,600.00	7,669.95
Tree Lights & Holiday Décor			-	400.00	400.00
All Other Supplies			-	500.00	500.00
Storage Rental			216.00	720.00	504.00
Flower Beds			-	14,500.00	14,500.00
Fixtures & Facilities			-	7,280.00	7,280.00
Total Maintenance Task Force		\$ -	\$ 2,250.95	\$ 38,800.00	\$ 36,549.05
Transfer to Savings for Sign			-	\$ -	
Total Expenses		\$ -	\$ 4,204.44	\$ 162,256.00	\$ 158,051.56
			Balance		
Capital Reserve Fund	26,473.15	\$ -	26,473.15	\$ 14,473.15	\$ 6,500.00
Interest Earnings	9.53	1.05	10.58	30.00	\$ 20.47
Savings - Signage	13,078.75	-	13,078.75	13,078.75	\$ -
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	\$ -
Reserve Fund Balance	<u>\$ 42,761.43</u>	<u>\$ 42,762.48</u>	<u>\$ 42,762.48</u>	<u>\$ 30,781.90</u>	<u>\$ 6,520.47</u>