

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, July 18, 2023 ** 8:00 – 9:00 A.M.
Neenah City Hall * Council Chambers



1. (ACTION) Approve minutes of May 16, 2023 meeting (June was walking tour)
2. Public Appearances. *(Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).*
3. Financials
 - (ACTION) Bills for Approval
4. Executive Committee
 - Thank yous of the Month
 - No Meeting, No Report
5. Recruitment and Retention Committee
(ACTION) Marketplace Awning Grant
(ACTION) 201 West Awning Grant
(ACTION) 201 West Ret & Recr Grant
 - Report from July 12 Meeting
6. Maintenance Committee Report
 - District Walk Through June 20
 - Reminder of Co-Op Partners Meeting Year
 - Proposed Change to Placemaking Grant
7. Public Relations and Marketing Committee
 - See Dates In Sidebar Box
 - Report from June 13 Meeting
8. City of Neenah Updates
 - Q & A
 - Business View Magazine Story
 - Marketplace Lot
9. Future Neenah Updates
(ACTION) Placemaking Grant Request (Mural)
 - Summer Events Updates
10. Round Table & Information Sharing
 - Biz news & updates from board members
11. Announcements and future agenda items
Next Meeting – August 15

Dates To Remember:

July 22 *10am-Noon

#SupportLocalEverything
Support Downtown Neenah businesses and the Farmers Market! Spend \$25+ at any Downtown Neenah businesses and bring us your receipts to be rewarded in Farmers Market tokens!

Step 1: Spend \$25+ at any Downtown Neenah business(es) including retail, restaurant, or service providers.

Step 2: Bring us your paid receipt(s) dated July 22 to the Future Neenah Office.

Step 3: Receive \$5 in Future Neenah Farmers Market tokens to be spent at the Market at any time.

Summer Madness Sale

August 3-5

Shop - Dine - Play

August 3-5

Submit pics doing all 3 activities in Downtown to info@neenah.org to earn a \$10 downtown gift certificate. Limited to 50 ppl.

Boogie Downtown 6-9pm

August 23

Ultimate Ladies Day

September 9

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, George Brownell, John Skyrms, Bob Gillespie, Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of April 18, 2023 meeting: MSC Skyrms/Gillespie, the BID Board to approve the minutes of the April 18, 2023 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Skyrms/Noskowiak, the BID Board to approve the bill packet for \$6,491.26. Motion passed.

Budget Status Report: Assistant Executive Director Hanneman detailed the major expenditures including half of the FNI annual fee, Baker-Tilly portion for annual review, magazine ad, Spring scavenger hunt scratch offs, gift certificate processing fees, snow removal, recycling, and renovation supplies for the benches on Main Street.

2022 Review – The annual financial review performed by Baker Tilly is complete and copies are available. There were no red flags with this review. The Executive Committee will consider extending the time between audits. Members also discussed if a third-party firm needs to complete this work.

Gift Certificate Program Reserves Update – The reserve funds have been moved into a money market account for the higher interest benefits. The BID Board sends thanks to Julie Last for her work on this.

Executive Committee:

Thank you of the Month: Assistant Executive Director Hanneman thanked Treasurer Noskowiak for his extensive help with the audit. Future Neenah also delivered gift bags to the employees at the City Garage for all their work throughout the year that they do for the downtown. Member Gillespie was thanked for his commitment to the BID since its creation.

Retention & Recruitment Committee:

Marketplace Awning Grant – The owner was not able to draft a grant request in time for this meeting.

Maintenance Committee:

Next meeting – District Walkthrough June 20 Including Full Board

Update: Bench Art on Main – Four of the five benches have now been placed on Main Street.

Light up flake décor has been delivered.

Public Relations and Marketing Committee:

Spring Fling Decorated Tree Beds – through June 10; Farmer’s Market Opening Day and Gift Certificate Sale – June 10; Log Your Loops – begins May 29; Street Dance Concert – June 14; Downtown Employee Appreciation – June 29; Summer Madness Sale – August 3-5.

Report from May 11 Meeting: The Spring Fling was a success – 158 scratch off tickets were given out and all 35 flower beds have been decorated. Downtown Ambassadors are going to start working with the BID to create a file of updated photos of the district.

City of Neenah Updates:

The Downtown Plan has been approved by Council. City and Valley Transit staff are looking at several locations for the permanent transfer station. The Bridgewood Development construction has been postponed until August 2023. The 150th celebration events are continuing with the Memorial Day Parade Float and the Police scavenger hunts. The CIP is being finalized. A land survey is being conducted to allow for the best possible conceptual plan which is being completed by RDG.

Future Neenah Updates:

Log Your Loops – begins May 29. The Farm to Table event will be held at the Plaza this year. A fundraiser gala is being planned for this fall. Summer events are about to be in full swing including out-to-lunch concerts and evening concerts.

Announcements and future agenda items: Next Meeting – District Walkthrough for Whole Board – June 20

The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson
Community Development Specialist, Community Development