

# AGENDA



Neenah Central City Business Improvement District Board  
**Tuesday, February 21, 2023 \*\* 8:00 – 9:00 A.M.**  
**Third Floor Conference Room \* City Hall**



1. (ACTION) Approve minutes of January 17, 2022 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) Ret & Recr Grant 117 W WI
  - (ACTION) Ret & Recr Grant 113 W WI
4. Financials
  - (ACTION) Bills for Approval
  - Review – In March / Staff has started make ready list items
  - (ACTION) Approval of Capital Savings Expenditure for Light Up Flake Decor
5. Executive Committee
  - Thank You of the Month
6. Maintenance Committee Report
  - Next Meeting March 8
  - Update: Added a Recycle Dumpster to Marketplace Corral & Repairs to Music System
  - Light up flake décor to be ordered before end of month
  - Annual District Walk Through June 20
7. Public Relations and Marketing Committee
  - See Dates In Sidebar Box
  - Report from Feb. 9 Meeting
8. Round Table & Information Sharing
  - Biz news & updates from board members
9. Future Neenah Updates
  - 40<sup>th</sup> anniversary in '23
  - Stats/Data
10. City of Neenah Updates
  - Arrowhead Plan
  - Sesquicentennial in '23 – Kick Off Event on March 13 (actual anniversary date)
11. Announcements and future agenda items
  - Next Meeting – Downtown Annual Meeting – March 21 at Future Neenah Office  
*(Informal gathering with continental breakfast, info sharing, and year in review + year to come.)*

**Dates To Remember:**

**Spring Scavenger Hunt:**

March 24 – April 7

**Spring Fling:**

May 6 Opening Day

**Minutes of Neenah Central City Business Improvement District Board  
January 17, 2023 – 8:00 am  
Neenah City Hall – Council Chambers**

**PRESENT:** Board Members: Alex Wenzel, Robert Wedge, John Skyrms, LeAnn Wasinger, Tori Dorn, Bob Gillespie, George Brownell, Christine Rondeau. Also present: 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 November 15, 2022 meeting: MSC Gillespie/Wasinger, the BID Board to approve the minutes of the November 15, 2022 BID Board meeting. Motion passed.**

**Public Appearances:** None

**Retention & Recruitment Committee:**

Sign & Sandwich Board Grants: Sign grant and sandwich board grant applications have been submitted for Relish and Roots at 206 S. Commercial Street for the amounts of \$500 and \$65, respectively.

**MSC Skyrms/Gillespie, the BID Board to approve a Sign Grant for Relish and Roots (206 S. Commercial Street) for the amount of \$500. Motion passed.**

**MSC Rondeau/Wasinger, the BID Board to approve a Sandwich Board Grant for Relish and Roots (206 S. Commercial Street) for the amount of \$65. Motion passed.**

**Financials:**

The bill packet closed out 2022.

**Bills for Approval: MSC Gillespie/Skyrms, the BID Board to approve the bill packet for \$14,165.07. Motion passed.**

Assistant Executive Director Hanneman explained the underspent budget items which included promotional funds (PR), outside services (PR), gift certificates (PR), recruitment tools (R&R), grants (R&R), snow removal (maintenance), flower beds (maintenance) and fixtures (maintenance). Some reasons for this included ticket prices covering the cost of events, still looking for an online system for gift certificates, lack of grant applications, not a significant amount of snow, no weeding or mulching in the flower beds and the benches were not stained this year.

**Executive Committee:**

Thank you of the Month: The Thank You of the Month is to the BID Board for supporting the Ice Sculpture Garden at the Very Neenah Christmas event.

**Maintenance Committee:**

Next meeting March 8.

Discussion: Adding a Recycle Dumpster to Marketplace Corral & Repairs to Music System

Assistant Executive Director Hanneman explained that the mixer for the sound intercom system needs to be replaced. This cost will be around \$250.

The board discussed removing a trash receptacle in the Marketplace coral and adding an additional recycling receptacle (there are currently two trash receptacles and three recycling receptacles). The service to this receptacle would cost \$1,700 annually. There is not room in the coral to only add a recycling receptacle. Currently, the City of Neenah pays for trash removal while the BID pays for recycling removal.

**MSC Skyrms/Dorn, the BID Board approves that a trash receptacle be removed from Marketplace coral and a recycling receptacle added at the cost of \$1,700 annually. Motion passed.**

Annual District Walkthrough June 20.

New snowflake lights will be purchased this year and a design was chosen by the board.

**Public Relations and Marketing Committee:**

Post-Holiday Gift Cert Sale – January 21; Warm Your Heart – February 11.

Next meeting January 19.

Gift Certificate 2022 Totals: \$76,435 (4,431 certificates sold)

**Round Table & Information Sharing:**

Lily and Sparrow will be moving into the second space that was previously Mom and Pop Place. The City of Neenah is 150 years old this year. Mayor Jane discussed Arrowhead Park and the new plan being worked on by RDG. She asked that board members come to her with ideas for the park if they have thoughts.

**Future Neenah Updates:** Future Neenah will be forty years old on April 27<sup>th</sup>.

**City of Neenah Updates:**

The City of Neenah is 150 years old this year – many activities have been planned to celebrate this including the Police Department’s scavenger hunt which has started.

Mayor Jane discussed Arrowhead Park and the new plan being worked on by RDG. She asked that board members come to her with ideas for the park if they have thoughts.

Deputy Director Schmidt walked the board through the current draft of the Downtown Plan which can be found here:

<https://bit.ly/neenahnext>

**Announcements and future agenda items:** Next Meeting – February 21. Downtown Annual Meeting – March 21 at Future Neenah Office

MSC Skyrms/Gillespie the BID Board to adjourn at 9:00 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