

**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 150<sup>th</sup> 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