

Minutes of Neenah Central City Business Improvement District Board
August 18, 2026 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Bob Gillespie, Alex Noskowiak, Christine Rondeau, Robert Wedge, Alex Wenzel, Ben Ziemba, Edward Jarvis, Jason Koslowski, Umer Sheikh. Also present: Zack Sheikh, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Ald. Florence Bruno, Community Development Deputy Director Brad Schmidt (City of Neenah Community Development), and Community Development Administrative Assistant Kayla Kubat (City of Neenah Community Development)

I. (ACTION) Approve minutes of July 21, 2026 meeting:

MSC, Gillespie/Bruno, the BID Board, to approve the minutes of the July 21, 2026 BID Board meeting. All voting aye. Motion passed.

II. Public Appearances:

None

III. Financials:

a) (ACTION) Bills for Approval:

MSC, Sheikh/ Noskowiak, the BID Board, to approve the bill packet for \$14,127.56. All voting aye. Motion passed.

Member Gillespie asked about the \$7,500 BID portion for the bump-out tree lights. Assistant Executive Director Hanneman stated the cost was split three ways between Future Neenah, the City and BID.

b) Budget Status Report: The budget status report given to committee members is year-to-date through April 30th.

Assistant Executive Director Hanneman reviewed the larger expenses on the report.

c) 2027 Wish List – Plan for '27 BID budget and Op Plan

Assistant Executive Director Hanneman discussed that planning and budgeting started for 2027. She encouraged the group to start thinking of any items the BID would like to see for next year and to get these items to her.

Member Noskowiak asked if there is a plan for the trees along Wisconsin Avenue. Assistant Executive Director Hanneman stated Neenah has submitted to be a capstone project for a UW-Madison student who would come to the community, do an analysis, and make recommendations.

IV. Executive Committee:

a) Executive Committee to schedule September meeting

V. **Maintenance Committee:**

a) **District Amenities (tree lights, memorial bench)**

Assistant Executive Director Hanneman went over the tree lights that were installed last week. She also went over the addition of a new bench in the 200 block of downtown near Plexus.

b) **Next committee meeting is September 9**

VI. **Marketing, Merchants & Events Committee**

a) **Report from August 11 Committee meeting**

Member Rondeau stated Boogie Street Concert is coming up next week. There will be a Ferris wheel at the event in the 200 block. The billboard on Main Street (Main Street and Lake Street) will be welcoming people to the Downtown for the months of November and December. The Hallmark Christmas contest was brought up to continue to vote everyday for Neenah as the Merriest Christmas Town. A reminder for non-retail businesses to promote gift certificate sales and other events downtown.

VII. **Recruitment and Retention Committee:**

a) **Reformatting Recruitment and Retention Grant – Ongoing**

Assistant Executive Director Hanneman is working on reformatting this grant.

b) **Ambassador Visits – Has everyone completed them?**

Assistant Executive Director Hanneman went over importance of the visits.

VIII. **City of Neenah Updates:**

Deputy Director Schmidt went over the city budget is currently being worked on. It will be available to Common Council and the public in November with adoption to follow. The Zoning Code update is still in progress. There is a workshop scheduled for September 2nd with the Common Council and Plan Commission. This is also open to the public.

IX. **Round Table and Information Sharing:**

a) **Business news & updates from board members**

Assistant Executive Director Hanneman mentioned it is peak season for produce at the farmers' market. J. Anthony Jewelers will have their gem show September 19th. This is an invite only event.

X. **Future Neenah Updates:**

a) **Alta Alley Update**

Assistant Executive Director Hanneman gave an update on the progress and said that a ribbon cutting will take place Wednesday August 26th prior to the Boogie Street Concert.

b) Placer AI stats from Summer Events

Assistant Executive Director Hanneman went over the Placer AI statistics from the Summer Sidewalk Sale.

c) Reminder DORA is ongoing Wed-Sat, Noon-10pm

XI. Announcements and future agenda items:

a) Next meeting is September 15

XII. Adjournment

The Board adjourned at 8:34 a.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Kayla Kubat". The signature is written in a cursive, flowing style.

Kayla Kubat
Administrative Assistant, Community Development