

Minutes of Neenah Central City Business Improvement District Board
January 21, 2020 – 8:00 am
City Hall – Hauser Room

PRESENT: Board Members: Alex Noskowiak, Bob Gillespie, Michelle Bauer, Umer Sheikh, George Brownell, Sandy White, Jane Lang, Joe Ziemba and Grant Birtch. Also present: Royal Rondeau (Investment Planners, Inc.), Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Mayor Dean Kaufert, Samantha Jefferson (City of Neenah Community Development) and Brad Schmidt (City of Neenah Community Development).

Approval of Minutes: MSC Birtch/Gillespie, the BID board to approve the minutes of the November 19, 2019 meeting. Motion carried.

Member Ziemba will be included to the members listed to be in attendance.

Member Brownell asked if the letter from City Attorney Godlewski was included in the 2020 BID Operating Plan. Assistant Executive Director Hanneman confirmed that the letter was added.

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Birtch/Ziemba the BID Board to approve bills in the amount of \$8,635.38. Motion carried.
- **Budget Status Report:** This is a big batch of bills as 2019 outstanding bills are being closed out. Member Gillespie asked what the line item described as “Big N’s” covered. These funds covered marketing material – window clings, notecards, open/close signs, etc.

Executive Committee Report:

- **Annual Meeting Format:** In the past, the BID Annual meeting has been organized as a regular meeting and, in recent years, a more informal gathering. Assistant Executive Director Hanneman asked members if they preferred a certain format over another. Members agreed that more people seemed to attend the informal gathering. Assistant Executive Director Hanneman also asked members if they preferred a certain time of day for the meeting. She suggested that because the past couple Annual meetings have been held in late afternoon/evening, it may allow for more people to attend if it was held at a different time of day. She submitted that the board consider having a continental breakfast open house at Future Neenah’s office. The Board was agreeable to that idea. The meeting will be held on Tuesday, March 10th from 7:30 to 9:30 a.m. There will be no regular business meeting in March.
- **New Business Updates:** Fortitude Krav Maga now occupies the front half of the second floor of the Chase building. They are holding an open house Saturday, January 25th, 2020. The third floor will be occupied by ActionCoach – a group of certified business coaches. They hope to be open in March and will hold an open house on March 5, 2020.

Maintenance Committee Report:

- **Update from December 11th Meeting:** Eight more trash cans for the downtown are being ordered. On the wishlist for 2020 is new wreaths on Oak Street. Executive Director Hessel informed the board that an individual donor has contacted Future Neenah to discuss replacing the wreaths. She will be communicating a price to the donor within the next few days.

A meeting to discuss WIFI and cameras in the downtown was held. Member Birtch explained that each camera would cost approximately \$2,000 (this would be a one-time cost; the footage would be sent to and maintained by the Neenah Police Department). Data from these cameras would be held for four months. The goal would be to have coverage of the Church and MarketPlace lots and potentially the dumpster located near the Plexus Design Center. The City plans to put a camera at the Gateway and Church street corners. The Maintenance Committee will bring an action item to the BID Board in March for the purchase

of the cameras. Member Brownell suggested that signs be hung informing the public that cameras are recording which may inhibit activity as well.

Hanging flower baskets were discussed and it will be decided who will hang these – the City or Memorial Florists. Memorial will get a bracket to Superintendent Radtke for him to make a determination as to who should hang them. A representative from Memorial Florist will be on site if the City is able to hang the baskets. Member Birtch did mention to Mayor Kaufert that Superintendent Radtke has been an exceptional addition to the Maintenance Committee.

Recruitment and Retention Report:

- **No Meeting / No Report**
- **Awning Grant, Investment Planners:** Royal Rondeau of Investment Planners, Inc. spoke about his request for an awning grant for their location at 124 W. Wisconsin Avenue. They are having difficulty obtaining more than one quote for the work. The awning will be the same size as the previous awning – the frame will be reused.
MSC Birch/Gillespie, the BID Board to approve an awning grant in the amount of \$500 be awarded to Investment Planners, Inc. at 124 W. Wisconsin Avenue pending the owner obtains and submits at least one other quote for the work. Motioned carried. Member Sheikh abstained.
- **Website Landing Page Complete:** Element has completed the website landing page, brochures and marketing folders. The new brochures were viewed at the meeting. Going forward, updating the brochures will be easier than in the past and Future Neenah staff can also make changes to the landing page. They can contact Stellar Blue to obtain analytics to determine how many people have accessed the page. The page can be found at neenah.org and then navigating to the section dedicated to the downtown. The brochures cost a little over \$500 for 2,500 brochures.

Public Relations and Marketing Committee Report:

- **Report from January 9th meeting:** Small Business Saturday was discussed. The downtown was very busy with shoppers. The Luminary and Cookie Crawl night saw lots of activity and tickets were sold out. Business response for this event was very good. Attendees of A Very Neenah Christmas appreciated the one-way flow that was put into place in recent years. Over 35 businesses across Neenah participated in Countdown to Christmas. For the last gift certificate event, the net value was over \$30,000. Member Birtch asked if analytics were able to be obtained detailing where the gift certificates were spent. Executive Director Hessel explained that they have the data but it needs to be sorted through.

The committee would like to put something together for the new ThedaCare employees that will begin working in the downtown in coming months. They will model it similarly to what was done for the Plexus Design Center employees.

- **Upcoming Events:**
 - **Warm Your Heart – February 8, 2020**
 - **Ultimate Ladies Day – April 25, 2020**
 - **Gift Certificate Rewards – April 25, 2020**
- **Advertising in Future Neenah Magazine:** **MSC Gillespie/Ziamba, the BID Board to approve a quarter page ad in Future Neenah Magazine for \$260/ad. Motion carried.**

City of Neenah Updates:

- **Mayor Kaufert – City Updates:** Parking continues to be a challenge but will be a priority in 2020. Members asked about Arrowhead Park and if the plan was completed. The Mayor explained that the plan is close but doesn't have approval from Council as of now. There have been some setbacks to work – BIDs have been coming in as double what was expected.
- **Deputy Director Schmidt – City Updates:** The City's Traffic Engineer is working on an updated parking map for the Downtown. This will be distributed in the coming weeks. Two housing projects in the downtown are still progressing and Development Agreements are being discussed. Deputy Director Schmidt met with a consultant regarding the South Commercial Street plan and the project will continue to be developed. The City may be updating its ordinances to allow the sale of alcohol in gas stations. Chief Building Inspector Brian Walter will be retiring in February – the job opening is up on our website and we are receiving applications.

Future Neenah Updates: Member Wasinger sends her apologies for missing the meeting. Member Gajewski has submitted his letter of resignation from the Board. This leaves the hospitality seat open. Historically, this seat was created for the hotel but in recent years has been filled by a member from a restaurant or bar.

Round Table:

- **Downtown Information Sharing:** Sabino's is closing. 125 W. Wisconsin Avenue is being sold to a new owner.

Announcements and Future Agenda Items:

- **Next meeting February 18**

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

MSC Birtch/Gillespie, the BID Board to adjourn. Motion carried.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Samantha Jefferson", with a long, sweeping horizontal line extending to the right.

Samantha Jefferson
Office Manager, Community Development