

**Minutes of Neenah Central City Business Improvement District Board  
February 15, 2022 – 8:00 am  
Hauser Room – City Hall**

**PRESENT:** Board Members: Alex Wenzel, Alex Noskowiak, Umer Sheikh, Tori Dorn, Jane Lang, Bob Gillespie, Robert Wedge, LeAnn Wasinger and Christine Rondeau. Also present: Sarah Wylie (Future Neenah, Inc.), Sara Hanneman (Future Neenah, Inc.), Ald. John Skyrms, Mayor Kaufert, Director Chris Haese (City of Neenah Community Development) and Office Manager Samantha Jefferson (City of Neenah Community Development).

**Approval of Minutes: MSC Gillespie/Dorn, the BID Board to approve the minutes from the January 18, 2022 BID Board meeting. Motion passed.**

**Guest: NPD Community Policing Coordinator, Joe Benoit:** Officer Benoit introduced himself and explained his role at the Police Department and how he interacts with the community. He discussed how he can assist businesses in his role.

**Public Appearances:** None.

**Financials:**

- Bills for Approval: **MSC Sheikh/Wenzel, the BID Board to approve the bill packet for the amount of \$4,204.44. Motion passed.**
- Budget Status Report: Assistant Executive Director Hanneman pointed out the costs for the post-holiday gift certificate sale and for recycling.
- Audit: Baker Tilly will work on the BID's audit beginning in March. Staff is working to prepare items for the audit.

**Executive Committee Report:**

- Downtown Annual "Meeting" March 15: This meeting will be held with a "drop in" format at Future Neenah. It will probably be held from 7:30 – 9:30 a.m. but Future Neenah will confirm the time within the next few weeks. A slideshow featuring a review of 2021 will be playing and information will be handed out.
- Thank You of the Month: Assistant Executive Director Hanneman prepared a thank you card for Nikki Hessel for her work and dedication to the downtown.

**Recruitment and Retention Report:**

- Retention and Recruitment Grant App Consideration (119 W. Wisconsin Avenue): The Retention and Recruitment Committee received a grant request for 119 W. Wisconsin Avenue (a new upscale, women's second-hand clothing boutique) to help with the cost of replacing the hardwood floors. The request is for \$1,250. **MSC Gillespie/Wedge, the BID Board to approve the Recruitment and Retention Grant for 119 W. Wisconsin Avenue in the amount of \$1,250. Motion passed.**

**Maintenance Committee Report:**

- No meeting No Report
- Next Meeting March 9
- Full board walk thru of district June 21

**Public Relations and Marketing Committee Report:**

- Dates of upcoming activities:
  - Dine Out Neenah – February 18<sup>th</sup> – 28<sup>th</sup>
  - Spring N Scavenger Hunt – April 1<sup>st</sup> – 14<sup>th</sup>
  - Spring Fling – May 7<sup>th</sup>
  - Inter-Tribal Pow Wow – September 17<sup>th</sup>
- Report from February 11<sup>th</sup> meeting: Member Lang discussed the highlights of the meeting. Warm Your Heart was discussed – the committee felt that the event went very well even in spite of the cold weather. Twenty-two businesses participated and tickets were sold out at 275. Ideas on how to engage with new residents of Solaris were discussed. The committee discussed the need for new photography of the downtown and planning has begun for several upcoming events. Plexus will be contacted regarding potential flower boxes adjacent to the design center.

The city's traffic engineer has made recommendations to increase pedestrian safety and these suggestions were brought to the Public Services and Safety Committee. Ideas will be discussed and things implemented as staff, the committee and council deem necessary.

**Round Table and Information Sharing:** A flower shop will be moving into 107 Church Street. Brehmer Law is now located at 117 W. Wisconsin. The owners of the Boost Mobile building are looking for a new tenant. The Subway building has been sold to the owner of Sew Biz and they are looking for a tenant (or potentially two tenants) to occupy the space. A hair salon will be occupying the first floor of the previous Associated Bank Annex building and the upper level will house offices.

**Future Neenah Updates:**

- Dine Out Neenah will happen again this year on February 18<sup>th</sup> – 28<sup>th</sup>.
- New Future Neenah Executive Director Sarah Wylie introduced herself and discussed her background.

**City of Neenah Updates:**

- Community Development Director Chris Haese discussed the latest news about the Downtown Plan. Seven companies submitted proposals and were interviewed. The chosen vendor is RDG which is the same firm that completed the S. Commercial Street Plan. RDG will work with Neighborhood Investment Partners (Neighborhood Investment Partners did the Arrowhead Park plan). The work is anticipated to start in April. This will be a \$65,000 study and the BID will be contributing \$5,000.
- Updates from Mayor Kaufert:
  - Shopko is still vacant but potential tenants are being considered.
  - A car wash will be constructed at the Tullar and Winneconne.
  - Community Development will be bringing a downtown parking plan to the Council in closed session within the next couple of weeks.
  - A new parking sign will be placed on the side of the Zacatecas building alerting drivers that there is free parking in the ramp after 4:00 p.m. The exact design and material of the sign is still being discussed. Traffic coming from the other way will not be able to see this sign so how to do this is still being discussed. Member Dorn suggested the side of the new building or above the traffic lights. Director Haese

said that both could be possibilities but that the developer of the new building is lukewarm to the idea and it may be against DOT rules to locate a sign on the traffic lights.

- TDS Upgrades are still going on and as the weather gets nicer work will pick up.
- The footings for the Bridgewood Trail System are being put in.
- The CIP budget process will be pushed back a bit so that the incoming administration can be involved.
- The retention pond located across from Washington Park is almost complete.
- Council will re-visit outside dining as it was a temporary measure.

**Announcements and Future Agenda Items:**

- **Next Meeting – March 15, 2022 (annual meeting \* drop in at Future Neenah office)**

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

Respectfully submitted,



Samantha Jefferson  
Office Manager, Community Development