

**Minutes of Neenah Central City Business Improvement District Board
November 21, 2023 – 8:00 am
Relish & Roots and Neenah City Hall – Council Chambers**

PRESENT: Board Members: Michelle Bauer, George Brownell, Robert Wedge, Alex Noskowiak, John S kyrms, Tori Dorn, Umer Sheikh and Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, and Deputy Director Brad Schmidt (Community Development), Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of October 17, 2023 meeting: MSC Wedge/Noskowiak, the BID Board to approve the minutes of the October 17, 2023 BID Board meeting. Motion passed.

Public Appearances: Spencer Anbelink (Urban Market) introduced himself to the committee and explained the details of the requested grants below.

Financials:

Bills for Approval: **MSC Wedge/Noskowiak, the BID Board to approve the bill packet for \$23,615.22. Motion passed.**

Budget Status Report: The board discussed the 2024 BID Operating Plan which includes the 2024 Budget. Assistant Executive Director Hanneman directed members to Appendices A and F for accomplishments and budget information. The BID assessment amount has increased due to the revaluation of properties in Neenah. Member S kyrms suggested that the four committees should be giving recommendations to Future Neenah as to where increases should be made and also discuss how the Retention and Recruitment Grant money should be spent. This will be discussed at the committee level.

Assistant Executive Director Hanneman also noted that Ultimate Ladies Day did cost the BID around \$800 as food needed to be brought into the hotel.

Executive Committee:

Thank you of the Month: the BID Board.

Approval of the '24 BID operating plan: **MSC Bauer/Wedge, the BID Board to approve the 2024 BID Operating Plan. Motion passed.**

Retention & Recruitment Committee:

Retention and Recruitment Grant for Approval (Urban Market) and Awning Grant for Approval (Urban Market): Members discussed the request. Member Sheikh voiced concern over the awnings already being placed and a significant amount of the build out having already been completed. The applicant explained that the \$5,000 Retention and Recruitment Grant is for the walls and floors only.

MSC Noskowiak/Wedge, the BID Board to approve the Retention and Recruitment Grant (\$5,000) and Awning Grant (\$500) for 201 W. Wisconsin (Urban Market). Motion passed. Member Sheikh abstaining.

Maintenance Committee:

Next Meeting December 13

Trees/Lighting – a separate work committee will be created for this topic.

Public Relations and Marketing Committee:

Small Business Saturday – November 25; A Very Neenah Christmas – December 1; Luminary Night and Cookie Crawl – December 14; Gift Cert Sale – December 9.

Report from November 9 meeting: Shop and Stroll was very successful and was a sold-out event. Assistant Executive Director Hanneman shared a few positive stories from the November 3-4 gift certificate event.

Announcements and future agenda items: Next Meeting – January 16, 2024

The Board adjourned at 9:02 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