

Minutes of Neenah Central City Business Improvement District Board
July 21, 2026 – 8:00 am
City of Neenah City Hall – Hauser Room – 211 Walnut Street

PRESENT: Board Members: Christine Rondeau, Robert Wedge, Tori Dorn, Ben Ziemba, Jason Koslowski, and Bob Gillespie. Also present: Cari Lendrum (419 11th Street), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

I. (ACTION) Approve minutes of May 19 & June 16, 2026:

MSC Dorn/Koslowski, the BID Board to approve the minutes of the BID Board for the May 19 and June 16 meetings. All voting aye. Motion carried.

II. Public Appearances:

None.

III. Financials:

a) (ACTION) BILLS FOR APPROVAL:

MSC Gillespie/Dorn, the BID Board to approve the bill packet in the amount of \$21,649.54. All voting aye. Motion carried.

b) No Budget Status Report (*June was walking tour*)

IV. Executive Committee:

a) Photo sharing from 2026 BID conference in Fond Du Lac:

Assistant Executive Director Hanneman shared photos from the WEDA & WDAC Academy on Downtowns 101, which took place on June 25, 2026. This featured interactive sessions and a guided tour of Downtown Fond du Lac.

V. Maintenance Committee Report:

a) Any thoughts or follow ups from June Walking tour?

Member Dorn mentioned that her landlord asked that the trees downtown be trimmed away from the buildings due to mice getting in from the trees.

b) District Amenities Arriving (tree lights, flowerpots):

Assistant Executive Director Hanneman reported that there will be new flower planters near 201 West that were donated in memory of a community member. The old bus shelter location now has concrete and decorative items will be placed there. Memorial Florist has

received the treelights that will be going on the trees in the bumpouts and they will be installed soon.

c) Next committee meeting is September 9

VI. Marking, Merchants and Events Committee:

a) Report from June 14 Committee Meeting:

Employee Appreciation Day went very well. Committee Members suggested members from the board help next year as FNI employees need some help on that day. There will be a meeting in October for all downtown businesses about the Holiday Event/Market. The pedestrian alley will remain free from decorations for now to allow for graduation photos and other end of summer photo opportunities. The committee discussed an event that may be like a mini-Mile of Music. Assistant Executive Director Hanneman shared a reel made by an influencer who visited downtown Neenah. The video reach was approximately 4,600 people. The billboard on Main Street (Main Street and Lake Street) will have a "Welcome to Downtown Neenah" message on it in the months of November and December. A donor is paying for one of the months.

VII. Recruitment and Retention Committee

a) Reformatting Retention and Recruitment Grant:

Assistant Executive Director Hanneman is working on reformatting this grant.

b) Placemaking:

FNI staff is working with Community Development Staff to continue to create vibrant spaces including on the vacant lot by Gord's. This is ongoing.

c) Ambassador Visits:

Some BID members have turned in their Ambassador Visit forms. If members have not turned them in, they were encouraged to meet with their assigned entities and to turn in their forms.

VIII. City of Neenah Updates:

Staff continues to work with the developer interested in the warehouse site. Eagle Nation has sold. The budget process is starting soon. Development and construction is still happening by the old Shattuck Middle School. Theda resident housing is fairly completed and residents are moving in. The restaurants on the island that are being developed are still planned. When approached by developers, city staff does discuss island properties.

IX. Future Neenah Updates

a) Alta Alley Updates: Alta Alley will soon be completed. The agreement will be going to City Council in the next few weeks. Everything has been ordered and just needs to be placed.

b) Placer AI Stats from Summer Events:

Executive Director Hanneman shared Placer AI statistics from the Glam Band event and the opening day of the Farmer's Market.

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

X. Adjournment:

The board adjourned at 8:55 a.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read 'Samantha Jefferson', followed by a long horizontal flourish.

Samantha Jefferson
Community Development Specialist, Community Development