

**Minutes of Neenah Central City Business Improvement District Board**  
**February 20, 2024 – 8:00 am**  
**Neenah City Hall – 3<sup>rd</sup> Floor Conference Room**

**PRESENT:** Board Members: George Brownell, Alex Wenzel, Bob Gillespie, Alex Noskowiak, Tori Dorn, Leeann Wasinger, Michelle Bauer, and Christine Rondeau. Also present: Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, Deputy Director Brad Schmidt (Community Development), and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

**Approve minutes of January 16, 2024 meeting:** MSC Bauer/Down, the BID Board to approve the minutes of the January 16, 2024 BID Board meeting. Motion passed.

**Public Appearances:** None.

**Financials:**

Bills for Approval: MSC Rondeau/Wasinger the BID Board to approve the bill packet for \$5,644.91. Motion passed.

Budget Status Report: Assistant Executive Director Hanneman explained some of the larger charges including the amount for the International Children’s Fund for storage – banners and other décor are kept in their warehouse.

**Executive Committee:**

Thank you of the Month: Thank yous will be sent to the Library for their excellence in programming and events and to Red Door Mercantile for being the first sponsor to sign up for Warm Your Heart.

New Committee Members are always welcome to be on subcommittees.

**Retention & Recruitment Committee:**

Sign Grants for Approval – 202 W. Wisconsin; 433 S. Commercial; 128 ½ W. Wisconsin:

- 1) 202 W. Wisconsin – Bon Voyage Boutique Travel will be putting up a new sign. They are asking for a \$500 sign grant.
- 2) 433 S. Commercial - New business, Mello, will be moving into the previous Scanlan Studio space. They are asking for a \$500 grant for a new sign.
- 3) 128 ½ W. Wisconsin – Graham Images will be putting up a new sign. They are asking for a \$435.69 sign grant.

**MSC Wasinger/Noskowiak, the BID Board to approve the sign grant applications for 202 W. Wisconsin Avenue (\$500); 433 S. Commercial Street (\$500); and 128 ½ W. Wisconsin (\$435.69). Motion passed.**

**Maintenance Committee:**

Next meeting March 13

A separate working committee is being created for trees/lighting in the downtown. Volunteers are needed.

Annual District Walkthrough – June 18

**Public Relations and Marketing Committee:**

Luck o’ the Irish Bingo – March 1-31; BID Annual Neighborhood Gathering – March 19; Shop & Stroll Spring Edition – April 18

Report from Feb. 8 Meeting: Warm Your Heart was sold out at 325 tickets and 31 business participated. The Spring Shop and Stroll was planned and final touches were put on Luck o’ the Irish Bingo that will happen in March. Spring Fling/tree bed decorating will happen again this year. The January gift certificate sale had 125 customer and had a \$6,250 impact on the district.

**Round Table and Information Sharing:**

Marketplace awnings are up. Salt Box Lighting and Bellwether Interior Design are now open.

**Future Neenah Updates:**

Future Neenah will be working to update directional signage in the district. New Spring/Summer banners are being ordered. They will be seeking an expansion/extension of the DORA program that was done last year.

Downtown Business of the Year was awarded to Grainworks Old and New. Urban Market is almost complete and ready to open.

**City of Neenah Updates:** Staff is in the process of updating the City of Neenah Comprehensive Plan. This will be presented to committee and Council in March. The Community Development Annual Report is on the Community Development page of the City’s website.

**Announcements and future agenda items:** Downtown Annual Meeting – March 19 at Future Neenah; April Meeting will be held at the Neenah Police Department.

The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson  
Community Development Specialist, Community Development