

Minutes of Neenah Central City Business Improvement District Board
April 15, 2025 – 8:00 am
Council Chambers – Neenah City Hall

PRESENT: Board Members: Ald. Mark Ellis, Bob Wedge, Umer Sheikh, George Brownell, Ben Ziemba, Alex Noskowiak, Tori Dorn, and Christine Rondeau. Also present: Flo Bruno (1002 E. Forest Avenue), Scott Belcher (1061 Green Acres Lane), Mayor Jane Lang, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Community Development Interim Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of February 18, 2025 meeting: MSC Ellis/Sheikh, the BID Board to approve the minutes of the February 18, 2025 BID Board meeting. Motion passed.

Public Appearances: Flo Bruno (1002 E. Forest Avenue) introduced herself to the committee. She was elected as alderperson in the first district.

Scott Belcher (1061 Green Acres Lane) introduced himself and said that he is excited to see what is happening in the downtown.

Financials:

Bills for Approval: **MSC Sheikh/Noskowiak, the BID Board to approve the bill packet for \$24,300.61. Motion passed.**

2024 Review – Baker Tilly in process: No findings were discovered during the review process.

Budget Status Report: The budget status report given to committee members is year-to-date through February 12th.

Executive Committee:

The 2024 Year in Review Video played during the meeting.

Thank you's for the month to Michelle Bauer for being the BID Board Member who is also a member of the Future Neenah Board and acts as a go-between for the BID Board and Future Neenah Board.

Placer AI Stats: Assistant Executive Director Hanneman shared statistics that were gleaned from the Placer AI subscription. From 5:00 – 9:00 p.m. on the day of A Very Neenah Christmas, there were 12,200 people in the downtown area. Total attendance during event days in 2024 was 59,000 people (this was during 199 days and it was calculated that the value of this is \$3.52M). Businesses can request information from Future Neenah. Member Wedge asked if FNI can look at comparisons with other communities of similar size and who have similar activities.

Retention & Recruitment Committee:

No meeting, no report.

Maintenance Committee:

Report from March 12 Meeting: There was a dumpster fire since the last meeting but the cause was not determined. Sparkle Wash will once again be downtown cleaning garbage cans and dumpster corrals.

Annual District Walkthrough June 17th.

Public Relations and Marketing Committee:

May 1-May 31 – Tiny Doors; May 10 – Wine Walk; Log Your Loops – May 27.

Member Ellis suggested electronic transportable reader signs be considered that could be placed in different areas of Neenah to advertise things happening in the downtown.

For four years, the tree beds have been decorated by different groups in the spring. This year, there will be a new tiny door project instead of this.

The “Love Local” event was Saturday, April 12. It went very well.

City of Neenah Updates:

The Housing Study was approved by Council. The organizational council meeting is tonight, April 15th.

Round Table and Information Sharing:

Ald. Ellis said that the police have been helpful in addressing loud motorcycle traffic in the downtown and encourages businesses to follow up with them if they see issues with this.

The Natural Boutique is closed and Evermore will be opening where Thyme After Thyme is currently.

Future Neenah Updates:

FNI is looking into creating a Kris Kringle Market for the weekend of A Very Neenah Christmas. This is early in the works.

Last Light Neenah will showcase the light projections and will be in conjunction with the draft.

Log Your Loops is in Year 7.

Announcements and future agenda items:

Next meeting: May 20th.

The Board adjourned at 8: 50 a.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read 'Samantha Jefferson', written in black ink.

Samantha Jefferson

Community Development Specialist, Community Development