

Minutes of Neenah Central City Business Improvement District Board
August 19, 2025 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Tori Dorn, Alex Noskowiak, George Brownell, Christine Rondeau, Robert Wedge, Alex Wenzel and Michelle Bauer. Also present: Bob Collins (Union Star Cheese), Ald. Cari Lendrum, Ald. Flo Bruno, Assistant Executive Director Sara Hanneman (FNI), Intern Michael Burrows (City of Neenah Community Development), and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of July 29, 2025 meeting: MSC Wedge/Dorn, the BID Board to approve the minutes of the July 29, 2025 BID Board meeting. All voting aye. Motion passed.

Public Appearances: Bob Collins (Union Star Cheese), Ald. Lendrum and Ald. Bruno introduced themselves.

Recruitment and Retention Committee:

125 W Wisconsin Retention and Recruitment Grant: **MSC Dorn/Wenzel, the BID Board to approve a Recruitment and Retention Grant for \$5,000 for the construction of a new public and ADA accessible restroom at 125 W. Wisconsin (Union Star Cheese). Motion passed. Member Wedge abstaining.**

Bob Collins (Union Star Cheese) detailed the business's grant application. The building did not have a restroom available to the public and the business decided to have one constructed. This will be ADA accessible.

Members asked if Union Star will be having a grand opening. This is still being discussed. The store hopes to be open no later than the end of September.

Update Ambassador Questionnaire: In the past, the BID operated an Ambassador Program, which primarily focused on having members connect with new and existing businesses to identify their needs and offer support. This program served as a valuable tool for building relationships and strengthening the business community. It was requested that the program be reinstated, and Assistant Executive Director Hanneman shared the form that was used and asked for feedback. She will take these recommendations, revamp the form and bring it back to another meeting for members to view.

Financials:

Bills for Approval: **MSC Noskowiak/Wedge, the BID Board to approve the bill packet for \$6,971.78. All voting aye. Motion passed.**

This month's packet included additional bills, as last month's meeting was delayed. Assistant Executive Director Sara Hanneman expressed appreciation to Julie Last for her accounting work.

Executive Committee:

The "Thank You of the Month" will be presented to Member Bob Gillespie (Knox Furniture). Bob offered for his employees and trucks to be used to transport furniture items to a new powder coating vendor in Hortonville.

Placer.ai statistics: Assistant Executive Director Sara Hanneman covered the statistics from the Wine Walks for the past two years. Last year, it was held in the fall while this year's event was held in the spring. This year, attendance dropped when comparing the two events. She also showcased other data and heatmaps that showed where those who attended went before, during or after the event and also where they are from.

During the Britins concert, 1,800 were in the downtown and they stayed for an average of two hours. It was clear from derived data that events drive up the number of people in the downtown and the average dwell time.

There will be an Executive Committee meeting scheduled for September. There will also be a Co-Op Meeting in October (City/Future Neenah/BID).

Planning for the 2026 BID budget and Operating Plan will start soon. Members were encouraged to start thinking of wish list items.

Maintenance Committee:

Many fixtures from the downtown are at a company in Hortonville being powder coated.

Next meeting September 10th.

MSC Brownell/Wenzel, the BID Board to approve the 2026 flower contract with Memorial Florist in the amount of \$17,395. Motion passed.

Two new planters were added and now there are blue pots at all bump outs. This will be part of the contract.

Public Relations and Marketing Committee:

Log Your Loops through Labor Day; Farmer's Market through October 11; August 28 = Boogie Downtown; September 13 = Ladies Day; September 18 = Farm to Table; October 4 = Old Fashioned Saturday; October 14/15 = Art Show at Ballroom; November 13 = Holiday Shop and Stroll; December 5 = Very Neenah Christmas; December 5-7 = Holiday Market; December 11 = Cookie Crawl.

Future Neenah is in conversation with a potential sponsor about supporting video introductions for downtown businesses. A videographer located in the 201 West building would produce the videos which businesses and the BID District could then use to promote themselves and the district. A demo video was shared during the meeting to illustrate the concept.

City of Neenah Updates:

The Alta Alley project (Vibrant Spaces Grant) is progressing. Materials are ready to be ordered, and contractors are in place. The legal departments for the City, FNI, and Alta are finalizing the agreement before work can move forward.

Community Development Specialist Jefferson reminded businesses to submit their street furniture license applications. The City has conducted visits and sent enforcement letters to businesses regarding this requirement.

Future Neenah Updates:

Assistant Executive Director Hanneman discussed the Illuminate Neenah Light Projection Shows, which was on the backside of the FNI building and on the side of Greene's Pour House. They are now working with the Neenah Historical Society on some historical Neenah projections, which would animate old photos.

Assistant Executive Director Hanneman talked about the Pedestrian Alley located next to FNI. The alley's next change will be for Halloween.

Assistant Executive Director Hanneman stated they are working with the Rotary Club to help create an open-air holiday market with things such as food, shops, and other activities.

Announcements and future agenda items:

Next meeting – September 16th.

The Board adjourned at 9:05 a.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read 'Samantha Jefferson', with a long horizontal flourish extending to the right.

Samantha Jefferson
Community Development Specialist, Community Development