

**Minutes of Neenah Central City Business Improvement District Board
February 17, 2026 – 8:00 am
Hauser Room – Neenah City Hall0**

PRESENT: Board Members: Umer Sheikh, Tori Dorn, Christine Rondeau, Bob Gillespie, Ald. Mark Ellis, Ben Ziemba, Jason Koslowski, Edward Jervis, Alex Wenzel and Alex Noskowiak. Also present: Ald. Cari Lendrum, Ald. Flo Bruno, 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).

Approve minutes of February 17, 2026 meeting: MSC Ellis/Dorn, the BID Board to approve the minutes of the February 17, 2026 BID Board meeting. All voting aye. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Dorn/Noskowiak, the BID Board to approve the bill packet for \$22,295.35. All voting aye. Motion passed.

Breakage Policy for Gift Certificate Program: Assistant Executive Director Hanneman presented a Breakage Policy for the gift certificate program to address annual breakage. The policy was developed with Julie (accountant for Future Neenah/BID). She explained that a 15% breakage line item was established and confirmed to be a conservative estimate, helping to formally codify the practice. For the past three years, breakage has totaled approximately \$38,500, which will be moved from that budget, and the policy would apply the 15% breakage rate moving forward. Of that 15%, 1% would be allocated to Future Neenah to cover administrative costs associated with managing the program.

MSC Gillespie/Noskowiak, the BID Board to approve the presented Breakage Policy for Gift Certificate Program. All voting aye. Motion passed.

Executive Committee:

Thank you of the Month: Thank you to the Retention and Recruitment Committee for spending time in a workshop session reworking the Retention and Recruitment and to Samantha Jefferson (City of Neenah Community Development) for facilitating the session. Thank you to Member Rondeau for being the board president.

The board also thanked Ben Frank who picks up garbage in the stairwells of the ramp.

Board Member Status: Jason Koslowski (Diary Queen – 450 S. Commercial Street) and Ed Jervis (Ed's Breds) have joined the board.

2025 Year in Review Video: The 2025 Year in Review video was played for the board.

Maintenance Committee:

Member Dorn presented points of discussion from the last Maintenance Committee meeting. Everything has been purchased for Alta Alley and contractors are scheduled. At this point, general counsel for Alta,

Future Neenah and the city are still in negotiations regarding the agreement. When the agreement is agreed upon, work can begin and items can be placed.

Future Neenah is considering applying for a DNR Urban Forestry grant to help with the tree planning/street scaping in the downtown. New spring banners have been installed and the alley has been decorated with kites and messages from collaborating students. Two new benches will be arriving downtown soon.

Illegal dumping in the garbage corals was discussed. Member Ellis suggested motion-activated spotlights and fake cameras.

Member Gillespie asked about the snow removal budget. Assistant Executive Director Hanneman confirmed that it is still in a good range.

Public Relations and Marketing Committee:

April 25 = Wine Walk; June 10 = Summer Kick off Concert; June 13 = Farmer's Market Opening Day; June 23 = Employee Appreciation Day; July 16-18 = Summer Sale (new week this year)

Member Rondeau volunteered to become a member of the Public Relations and Marketing Committee so that there is a representative from the committee on the board. The committee will be changing its name to Marketing, Merchants and Events.

The Love Local event was hugely successful and 125 tote bags were given out. Placer AI data showed that approximately 1,000 more people were in the downtown the Saturday of the event than the no-event Saturday before.

Easter egg ambassadors traveled the district around the Easter holiday and downtown guests were pleasantly surprised by the warm welcome. Red Door is celebrating its 10th anniversary and Great Harvest is celebrating its 29th.

Recruitment and Retention Committee:

Retention and Recruitment Grant 124 W. Wisconsin Avenue: the owner of 124 W. Wisconsin Avenue applied for a Retention and Recruitment Grant for a new rooftop HVAC unit and for remodeling the public bathroom.

MSC Ziemba/Gillespie, the BID Board to approve the Retention and Recruitment Grant for 124 W. Wisconsin Avenue in the amount of \$5,000. All voting aye. Member Shiekh abstaining. Motion passed.

Awning Grant 133 W. WI Avenue – grant request will be held until the next meeting. The applicant did not receive necessary information in time for this meeting.

Reformat Grant – Report from April 14 meeting: The Retention and Recruitment Committee met to discuss the current Retention and Recruitment Grant. Throughout the workshop, it was determined that it may be appropriate to split the grant into two grants – the BIG Grant (Building Improvement Grant) to continue to assist property owners and a grant more focused on actual Retention and Recruitment functions (to be potentially renamed).

Assistant Executive Director Hanneman will be drafting new guidelines for this change and the Retention and Recruitment Committee will again meet to review and finalize details.

Placemaking Grant: Assistant Executive Director Hanneman asked the Board to consider a possible Placemaking Grant to assist with the cleanup and creation of a vibrant public space at 208 Main Street. The property is currently vacant after the city purchased the site and razed the existing building. The Board spoke favorably about supporting the future project through a grant opportunity.

Ambassador QQ Form: The Ambassador form is now complete and Assistant Executive Director Hanneman will be handing them out to Board members so that business owner visits can begin.

Survey: Assistant Executive Director Hanneman discussed the results of a Downtown business survey that was sent to business owners.

Member Ziemba volunteered to join the Retention and Recruitment Committee.

City of Neenah Updates:

Mayor Lang's last Council meeting will be April 21st. Brian Borchardt will be sworn in as Mayor at the Common Council meeting that night.

The second phase of the RGL development is beginning in the industrial park as well as the Gunderson's Cleaners development. Edgewater Door will also be beginning their development soon.

Vandewalle and Associates has been chosen for the zoning code rewrite. That will be an 18-month process and will include representation from FNI on the steering committee.

Round Table and Information Sharing:

Member Ellis discussed the intersections of Forest and Commercial and the crosswalks in the downtown. Public Works will be studying potential safety upgrades and changes to those sites.

Future Neenah Updates:

Staff reported on proposed format changes to downtown programming, noting that in 2026 the Out to Lunch concert series will be reduced to one concert per month, with additional pop-up concerts in the downtown planned to supplement the schedule.

Log Your Loops has been transferred to the City of Neenah Parks and Recreation Department.

The former Tailored Hide space is available for rent.

Announcements and future agenda items:

Ald. Bruno will be replacing Ald. Ellis as the Council rep for the BID Board.

Next meeting – May 19th. Walking tour of the district is June 16th.

The Board adjourned at 9:01 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