

**Minutes of Neenah Central City Business Improvement District Board
November 15, 2022 – 8:00 am
Neenah City Hall – Council Chambers**

PRESENT: Board Members: John Skyrms, LeAnn Wasinger, Tori Dorn, Bob Gillespie, George Brownell, Michelle Bauer, Umer Sheikh, and Christine Rondeau. Also present: Dave Zehner (Renewed and Reclaimed), Sarah Haase and Emma (Anthology Salon), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, Deputy Director Brad Schmidt (City of Neenah Community Development), and Office Manager Samantha Jefferson (City of Neenah Community Development).

Approve minutes of September 20, 2022 meeting: MSC Skyrms/Noskowiak, the BID Board to approve the minutes of the September 20, 2022 BID Board meeting. Motion passed.

Public Appearances: None

Retention & Recruitment Committee:

Renewed & Reclaimed Sign Grant: Dave Zehner, owner of Renewed & Reclaimed, submitted a sign grant in the amount of \$500 for storefront signage. He detailed the specifics of the flush-mount sign.

MSC Skyrms/Sheikh, the BID Board to approve a Sign Grant for Renewed & Reclaimed (224 W. Wisconsin Avenue) for the amount of \$500. Motion passed.

Anthology Salon & Co. Sign Grant: Emma and Sarah, owners of Anthology Salon, submitted a sign grant in the amount of \$500 for a flush-mount sign. Sarah detailed the specifics of the sign.

MSC Skyrms/Wasinger the BID Board to approve a Sign Grant for Anthology Salon (106 W. Wisconsin Avenue) for the amount of \$500. Motion passed.

Member Skyrms asked that the committee review the details for signs grants to potentially incentivize blade signage as opposed to flush-mount signs.

Financials:

Bills for Approval: **MSC Sheikh/Bauer, the BID Board to approve the bill packet for \$13,099.75. Motion passed.**

Assistant Executive Director Hanneman detailed some larger items in the budget status report.

Executive Committee:

Approval of the 2023 BID Operating Plan (year #21): Assistant Executive Director Hanneman directed the board's attention to Appendix's A and F which is the budget and annual report.

The Board had discussions regarding gift certificate sales (cost vs. reward), the flower contract and the holiday lights for the trees (the City pays for half of this cost).

MSC Wenzel/Sheikh, the BID Board to approve the 2023 BID Operating Plan. Motion passed.

Thank you of the Month: The Thank You of the Month is to the BID Board for supporting the Farmer's Market. The Board also gave FNI a round of applause for all of their hard work this year. They specifically wanted to thank Mike for his work and for being a great addition to the team.

Maintenance Committee:

Next meeting December 14th. A memo regarding snow and building owner responsibilities will be sent out today.

Public Relations and Marketing Committee:

Small Business Saturday – November 26; A Very Neenah Christmas – December 2; Downtown Wish List Gingerbread Scavenger Hunt Letters to Santa Mailbox – December 2-21; Gift with Purchase & Open for Gift Certificate Purchase – December 10; Cookie Crawl & Luminary Pop-Up – December 15; Post-Holiday Gift Cert Sale – January 21; Warm Your Heart – February 11.

Report from November 10 Meeting: The online holiday wishlist catalog will show 3 things from participating businesses. Five wishes will be granted during this promotion. Let's Go Downtown – 261 tickets were sold. The Cookie Crawl/Luminary event is sold out.

Round Table & Information Sharing:

Bird Scooters will be leaving the city within the next month or so due to winter. While the scooters have been here this year, over 10,000 rides were taken that added up to over 30,000 miles. The City will evaluate the scooters and decide whether to partner with Bird for them to return in 2023.

Future Neenah Updates: A Very Neenah Christmas will be on Friday, December 2nd. The last Future Neenah magazine of the year will be sent on 11/21. Member Skryms reported that progress has been made in the Marketplace garbage corral.

City of Neenah Updates: The Downtown Plan is still being worked on. The last steering committee is scheduled and an open house will be held on December 12 at the Neenah Public Library.

The bus stop has been relocated to Doty Avenue (between City Hall and the back of the Doubletree Hotel).

Mayor Lang reported to the Board that RDG will also be working with the City on a new Arrowhead Park Plan that will help to incorporate the park as an extension of the Downtown creating a continuous corridor. That work will begin in January.

Announcements and future agenda items: Next Meeting – January 17

MSC Skyrms/Sheikh, the BID Board to adjourn at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development