

**Minutes of Neenah Central City Business Improvement District Board
September 17, 2024 – 8:00 am
Council Chambers – Neenah City Hall**

PRESENT: Board Members: Alex Wenzel, LeAnn Wasinger, George Brownell, Umer Shiekh, Alex Noskowiak, Robert Wedge, Tori Dorn, Michelle Bauer and Christine Rondeau. Also present: Megan Jacquet (210 W. Wisconsin Ave), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman, Community Development Deputy Director Brad Schmidt and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of August 20, 2024 meeting: MSC Bauer/Brownell, the BID Board to approve the minutes of the August 20, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Shiekh/Wasinger the BID Board to approve the bill packet for \$3,489.20. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman pointed out the costs for the Very Neenah Christmas ice sculpture, August/September recycling, promotional photo library update, and a Retention and Recruitment grant payout.

Executive Committee:

2025 Wish List – Planning for '25 BID budget and Op Plan: Members were encouraged to start thinking of wish list and budget items for the 2025 year.

Fall Executive Committee Meeting: September 24

Retention & Recruitment Committee:

No Meeting/No Report.

(ACTION) 210 West WI Ret & Recr Grant – Owner Megan Jacquet explained her grant application to the board. The building needs a more efficient HVAC system and the unit and ducts will be moved to the basement. The bids were for \$20,000 and \$23,000. Coldwell Banker will be the tenant.

MSC Brownell/Shiekh, the BID Board to approve a Retention and Recruitment grant in the amount of \$5,000 for HVAC system upgrades at 210 West Wisconsin. Motion passed.

The board discussed the amount of retail vs. office in the downtown.

Maintenance Committee:

(ACTION) Tree Bed Mulch Contract 2025 – It has been five years since mulch has been added to the tree bed. Memorial Florist has quoted \$3,340 for mulch and labor for 37 tree beds.

MSC Bauer/Wasinger, the BID Board to approve the 2025 Tree Bed Mulch contract with Memorial Florist for \$3,340. Motion passed.

Trees/Lighting (separate working cmte needed – volunteers): Assistant Executive Director Hanneman discussed the urgency to start deciding on lighting, trees and décor for the upcoming holiday season. She encouraged interested members to help by joining this separate working committee.

Report from September 5 meeting: Lighting, tree beds (decorating and in general) and snow were the main discussions at the Maintenance Committee meeting. A group from Calvary Bible Church will be coming to volunteer to help with various tasks needed to be done to the sign near Dairy Queen.

Public Relations and Marketing Committee:

Thru October 12 = Farmer's Market; September 17-18 = Ben Erickson Art Show; October 5 = Wine Walk; October 26 = Old Fashioned Saturday; November 1-2 = Gift Certificate Rewards; November 7 = Pre-Holiday Shop and Stroll; December 6 = A Very Neenah Christmas; December 12 = Luminary Night w/Cookie Crawl; Ongoing Fall = Last Light: Neenah (New)

Report from September 11 Meeting: Continued to plan for upcoming fall/winter events. Two hundred women participated in Ultimate Ladies Day and 188 gift certificate rewards were given out.

Round Table and Information Sharing:

Octoberfest at Lion's Tail will be September 20-21. Also, they will have a tent and they will be selling a Fox Cities Marathon specific beer to celebrate the marathon. A restaurant may be interested in the former Paper City Pub location. Urban Market's Grand Opening is this coming weekend.

Future Neenah Updates:

Future Neenah's Wishlist can be found on the agenda.

City of Neenah Updates: The Sign Code will be updated along with the Zoning Code next year. Changes to the Street Furniture and Sandwich Board Sign Ordinances will be updated this fall. Changes to the Tourist Housing Ordinance regarding tourist housing in areas besides R1 and R2 will be brought to next week's Plan Commission meeting.

Deputy Director Schmidt, Director Chris Haese and Corey Scott from RDG presented on Downtown Neenah and the Neenah Next Downtown Plan at the APA Conference in Madison last week.

Announcements and future agenda items:

Next meeting: October 15, 2024

The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson

Community Development Specialist, Community Development