

**Minutes of Neenah Central City Business Improvement District Board**  
**May 19, 2026 – 8:00 am**  
**3<sup>rd</sup> Floor Conference Room – Neenah City Hall**

**PRESENT:** Board Members: Christine Rondeau, Robert Wedge, Ald. Flo Bruno, Ben Ziemba, Jason Koslowski, Edward Jervis, Alex Wenzel and Alex Noskowiak. Also present: Mayor Brian Borchardt, Cari Lendrum (419 11<sup>th</sup> Street), Executive Director Brent Bowman (FNI), Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

**Approve minutes of April 21, 2026: MSC Bruno/Noskowiak, the BID Board to approve the minutes of the April 21, 2026 BID Board meeting. All voting aye. Motion passed.**

**Public Appearances:** None.

**Financials:**

Bills for Approval: **MSC Noskowiak, the BID Board to approve the bill packet for \$29,998.62. All voting aye. Motion passed.**

The 2025 financial review has been completed by Baker Tilly.

**Executive Committee:**

Thank you of the Month: Thank you to the BID Board for supporting the Wine Walk event.

Board Member Status: The board welcomed new member Ald. Flo Bruno.

**Maintenance Committee:**

Walking tour June 16<sup>th</sup>.

**Marketing, Merchants & Events Committee:**

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

There will be a Ferris wheel at the Boogie concert. Three additional buildings will be added to the Christmas Market. Renovations at Alta Alley are happening and items will begin to be added soon. The City of Neenah Parks and Recreation department have asked for downtown businesses to create patriotic displays for the United States' 250<sup>th</sup> anniversary. Chicago Magazine featured Neenah in an article. Great Harvest Bread is now open on Sundays.

**Recruitment and Retention Committee:**

Awning Grant 133 W. WI Ave: Town Council has applied for an Awning Grant for the replacement of the existing awning. They have asked for \$500.

Members asked how many times this grant can be applied for. Assistant Executive Assistant Hanneman will provide clarification.

**MSC Wedge/Jervis, the BID Board to approve an Awning Grant for 133 W. Wisconsin Avenue in the amount of \$500. All voting aye. Motion passed.**

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: Executive Director Bowman discussed the possible 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 building. The FNI team has looked at the site and come up with some ideas.

Ambassador QQ Form: The Ambassador form is now complete and board members have been asked to choose one business to visit.

Survey: Executive Director Bowman discussed the results of a Downtown business survey that was sent to business owners and handed out copies of results showing a comparison of national results to Neenah results. Neenah's results were better than the national average.

#### **City of Neenah Updates:**

Mayor Borchardt discussed the open position in his office at City Hall. This will be a marketing and communication role. The Mayor will also be working with this position in regards to logo and branding for the city.

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. A public workshop will be held June 15<sup>th</sup>.

#### **Round Table and Information Sharing:**

Member Bruno discussed the DICP (Doty Island Community Partners) newsletter and said that the BID could consider putting information in the newsletter.

#### **Future Neenah Updates:**

Future Neenah Magazine will mail June 1. After receiving sponsorship, the magazine was able to be mailed to all of the 54956 zip code which includes more than just the City of Neenah. People have said that they would like to continue getting them so this is being considered.

Assistant Executive Director Hanneman has been working on the Main Street America application.

Attorneys for the city, FNI and Alta are working towards an agreement for Alta Alley.

**Announcements and future agenda items:**

Walking tour of the district is June 16<sup>th</sup>.

The Board adjourned at 8:50 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