

Minutes of Neenah Central City Business Improvement District Board
January 20, 2026 – 8:00 am
Hauser Room – Neenah City Hall0

PRESENT: Board Members: Umer Sheikh, Tori Dorn, Christine Rondeau, Robert Wedge, Bob Gillespie, Alex Wenzel and Alex Noskowiak. Also present: Ald. Cari Lendrum, Ald. Flo Bruno, Zakary Sheikh (409 E. Wisconsin Avenue), Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Mayor Jane Lang, Deputy Director Brad Schmidt (City of Neenah Community Development), and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of November 18, 2025 meeting: MSC Gillespie/Dorn, the BID Board to approve the minutes of the November 18, 2025 BID Board meeting. All voting aye. Motion passed.

Public Appearances: Ald. Lendrum spoke to the Board regarding New Year's Eve and suggested discussing the possibility of hosting a New Year's Eve event in the downtown area. She noted that when she searched for a family-friendly event held earlier in the evening, she was unable to find any and offered the idea for the Board's consideration.

Financials:

Bills for Approval: MSC Noskowiak/Gillespie, the BID Board to approve the bill packet for \$16,256.14. All voting aye. Motion passed.

The Board asked about the bank fee for misprinted gift certificates cost included in the bill packet. Assistant Executive Director Hanneman explained that the printing company had inserted two extra numbers into the account number, resulting in an incorrect account number that was not recognized by banks. The printer will be completing a full reprint at no cost, and the banks have been cooperative in waiving the associated fees.

Get Ready List Being Prepped for '25 Review: A financial review will be completed by Baker Tilly as part of the City's audit. Because revenues are under \$300,000, a financial review is sufficient to meet the required standards.

Executive Committee:

Thank you of the Month: The "Thank You of the Month" will be moved to the next meeting.

Board Member Status: Members George Brownell and Michelle Bauer have completed their terms. Assistant Executive Director Hanneman has reached out to potential new members to fill the vacant positions.

Maintenance Committee:

Report from January 10 Meeting: A three-year contract has been signed with GFL for recycling services. Memorial Florist provided holiday lights that had been discarded from another location, which were reused in the downtown. Bob from Memorial Florist is meeting with Future Neenah to discuss options moving forward. This year, Memorial Florist filled the 11 holiday planters were installed in the downtown area.

A power surge at the Future Neenah office damaged the computer used to operate Illuminate Neenah, and an insurance claim has been filed. Planters have been placed at Alta Alley, with materials ordered and work expected to resume in the spring. During the holiday season, two additional refuse pickups were scheduled. A snow removal reminder email was also sent out.

Public Relations and Marketing Committee:

January 24 = Gift Certificate Sale; February 14 = Warm Your Heart.

Report from the January 8 Meeting: Gift certificate stats = This was the best holiday season to date for gift certificate sales. A total of 892 gift certificates were sold during the holiday season, totaling \$23,900. For 2025 overall, 5,019 gift certificates were sold, representing \$87,145 in total sales. This marks the strongest year for gift certificate sales, with the exception of a slightly higher holiday season in 2023.

The Committee decided to place Ultimate Ladies Day on hold for 2026 due to declining participation. The Wine Walk event is becoming more difficult, as sponsors willing to participate in alcohol-related events have become increasingly hard to find. The Love Local event will return in 2026 and will be paired with gift certificate rewards. The Cookie Crawl will not be held in 2026, as the event had shifted toward participants picking up cookies without shopping or dining in the downtown. Warm Your Heart continues to be a strong event and sold out within three hours. Attendees will be bringing donations for the Blessing Box located at First Presbyterian Church. Member Wenzel noted that Facebook and Instagram have become more restrictive in allowing marketing for alcohol-related events.

Recruitment and Retention Committee:

Sign Grant 220 W. Wisconsin Avenue – MSC Dorn/Noskowiak, the BID Board to approve a \$500 sign grant for a new sign at 220 W. Wisconsin Avenue. All voting aye. Motion passed.

This motion was to formalize an already approved sign grant for Elements Unleashed (220 W. Wisconsin Avenue).

Assistant Executive Director Hanneman said that she is continuing to refine Ambassador program visit information and will be bringing this to a future meeting.

City of Neenah Updates:

A draft of the City's strategic plan has been distributed to department heads for review. Registration is open for the city's new Citizen Academy. The Fox Cities Chamber of Commerce Celebrate Event will be held on January 20, at which John Bergstrom and Rich Batley will be recognized.

Requests for Proposals have been issued for the City's zoning code rewrite. The steering committee will include representatives from Future Neenah and the BID Board, and the project is anticipated to be an 18-month process.

In December, the Mayor met with a journalist from *The Wall Street Journal* regarding housing affordability in the Fox Cities. The article was published on January 2.

Round Table and Information Sharing:

Neenah News has moved to S. Commercial Street.

Future Neenah Updates:

The Holiday Market on December 5th, 6th and 7th was extremely successful. Around 30,000 people attended during the weekend (Friday – 13,200; Saturday – 12, 000; Sunday – 4,500). The vendors were given surveys after the market and the consensus was that this was the best market that they have attended. There were no issues from a fire/police standpoint except traffic congestion (traffic was backed up on Interstate 41 entering the city for the event).

ThedaCare asked FNI to put together a tour for potential resident program students. They will be hosting tours on two Fridays in February.

Announcements and future agenda items:

Next meeting – February 17th

The Board adjourned at 8:58 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