

Minutes of Neenah Central City Business Improvement District Board
August 19, 2025 – 8:00 am
Hauser Room – Neenah City Hall

PRESENT: Board Members: Tori Dorn, Ald. Mark Ellis, Alex Noskowiak, Christine Rondeau, Robert Wedge, Bob Gillespie, Umer Sheikh, Ben Ziemba, Alex Wenzel and Michelle Bauer. Also present: Ald. Cari Lendrum, Ald. Flo Bruno, 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 August 19, 2025 meeting: MSC Ellis/Noskowiak, the BID Board to approve the minutes of the August 19, 2025 BID Board meeting. All voting aye. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: MSC Ellis/Noskowiak, the BID Board to approve the bill packet for \$6,678.29. All voting aye. Motion passed.

Executive Committee:

The “Thank You of the Month” will be presented to John Houlihan (Wilmar Chocolates). Wilmar provided the table gift for Ultimate Ladies Day.

Placer.ai statistics: Assistant Executive Director Hanneman covered the statistics from Boogie and the Yo-Yoz’s concert. Over 7,200 people were in the district in the hours of the concert, just before, and just after the concert. The average dwell time was 129 minutes. She also shared numbers from the Wednesday Night Concert Series and the Out to Lunch Concert Series.

Grainworks has asked FNI for Placer.ai statistics during their event on September 6th. They sold 905 tickets for the event.

There is an Executive Committee meeting scheduled for September 24th.

Planning for the 2026 BID budget and Operating Plan will start soon. Members were encouraged to start thinking of wish list items.

Maintenance Committee:

Report from September 10 Committee Meeting: stoplights have been adjusted and this has helped congestion in the downtown; new banners have been ordered; it was pointed out that camera footage is only saved for about 48 hours so if someone sees something, report it to FNI or the city sooner rather than later; an extra weekly pickup from the garbage corrals will be scheduled during the holiday season; ideas for something in the spring (like the Tiny Doors or decorated tree beds) were discussed; snow was discussed.

The snow policy last year will continue into this year: anything over a dusting or trace will be taken care of by Cowling.

Public Relations and Marketing Committee:

Farmer's Market through October 11; September 18 = Farm to Table; October 4 = Old Fashioned Saturday; October 14/15 = Art Show at Ballroom; November 13 = Holiday Shop and Stroll; December 5 = Very Neenah Christmas; December 5-7 = Holiday Market; December 11 = Cookie Crawl; December 13 = Gift Cert. Sale.

Ultimate Ladies Day went very well and the hotel did a great job. One hundred and seventy tickets were sold. The gift certificate promotion also went well: 150 \$10 rewards were redeemed equaling a \$13,929 receipt value.

The Cheese Table may have a soft opening September 19th.

The committee discussed changing the dates of the Summer Sidewalk Sale so as to not compete with the Winnebago County Fair and Mile of Music. The dates that are being considered are July 16th, 17th and 18th.

Recruitment and Retention Committee:

No meeting/No report.

Work/Discussion/Prep Time:

Members reviewed the District Ambassador questionnaire. Members Wedge and Sheikh requested that a question be removed that asked about rent range. They questioned if this should be publicly available and mentioned that a lot of different variables go into total rates. They also requested the question regarding what is included in rent be removed.

Member Ellis suggested adding questions regarding marketing and how the business markets (example: cross-marketing shared between businesses, etc.). Member Sheikh suggested adding garbage/recycling topic questions. Assistant Executive Director Hanneman will revise and bring back to the committee.

Assistant Executive Director Hanneman also asked members to fill out a worksheet regarding the Co-op Partners Work Plan to help her with planning the meeting in October.

Member Dorn suggested communication be given to businesses regarding A Very Neenah Christmas.

City of Neenah Updates:

The City is working to create the first city Strategic Plan. This will help set priorities and guide city decisions. A press release will go out September 14th with a survey.

City Council will be reviewing the proposed acquisition of the warehouse property on Millview Drive. Community Development has sent out two Requests for Proposals for development: one for Millview Drive and one for development sites on S. Commercial Street.

Roundtable & Information Sharing:

Oktoberfest at Lion's Tail Brewing will be September 19 and 20th. J. Anthony Jewelers will be hosting their annual gem show September 20th. Investment Planners, Inc. will be hosting a speaker at the Best

Western Premier Bridgewood Resort Hotel on September 25th. Topics will include support for those dealing with family members/friends with dementia and grief.

Member Ellis brought up that Council will also be reviewing the authorization for a jurisdictional offer for 105 W. Winneconne Avenue, for the Commercial Street right turn lane at Winneconne Avenue. South Commercial Street construction is slated to be done at the end of October.

Future Neenah Updates:

Assistant Executive Director Hanneman discussed the Illuminate Neenah Light Projection Shows, which is on the side of Greene's Pour House (Friday and Saturday nights) and the backside of the FNI building. They are now working with the Neenah Historical Society on some historical Neenah projections, which would animate old photos. Executive Director Bowman thanked Member Shiekh for allowing the equipment for the shows to be mounted to a building he owns.

Farm to Table is Saturday, September 20th and is sold out. Cookie Crawl is scheduled for December 11th.

Announcements and future agenda items:

Next meeting – October 21st from 8:00 – 9:30 to discuss co-op plan.

Members should plan to attend the November 19th meeting to approve the 2026 Operating Plan.

The Board adjourned at 8:50 a.m.

Respectfully submitted,



Samantha Jefferson
Community Development Specialist, Community Development