

**Minutes of Neenah Central City Business Improvement District Board
November 19, 2024 – 8:00 am
Council Chambers – Neenah City Hall**

PRESENT: Board Members: Alex Wenzel, Ald. Mark Ellis, LeAnn Wasinger, George Brownell, Tori Dorn, Bob Gillespie, Michelle Bauer and Christine Rondeau. Also present: Kevin Lisowe (Great Harvest Bread), Mayor Jane Lang, Executive Director Brent Bowman (FNI), Assistant Executive Director Sara Hanneman (FNI), Community Development Deputy Director Brad Schmidt (City of Neenah Community Development) and Community Development Specialist Samantha Jefferson (City of Neenah Community Development).

Approve minutes of October 15, 2024 meeting: MSC Ellis/Gillespie, the BID Board to approve the minutes of the October 15, 2024 BID Board meeting. Motion passed.

Public Appearances: None.

Financials:

Bills for Approval: **MSC Rondeau/Bauer, the BID Board to approve the bill packet for \$9,784.78. Motion passed.**

Budget Status Report: Assistant Executive Director Hanneman discussed the refund for Ultimate Ladies Day – this was due to tickets not covering the full cost of the event due to a necessary change of venue. The BID paid the difference in cost.

Executive Committee:

2025 Operating Plan - **MSC Ellis/Gillespie, the BID Board to approve the 2025 BID Operating Plan. Motion passed.**

Assistant Executive Director Hanneman pointed out a few items in the 2025 BID Operating Plan. This included Appendix F (2024 Annual Report) and Appendix A (Proposed Budget). The BID Assessment will bring in around \$160,000 in 2025.

Snow removal will be revised in this next year and will include anything over a flurry or trace. Cowling will be doing the work if it is anymore than this. This company does have other contracts so businesses will still be responsible for some snow.

Community Development will help to fund Placer AI.

The Future Neenah Board approved the 2025 BID Operating Plan on November 18, 2024.

Thank you's for the month *to* the BID Board - Assistant Executive Director Hanneman sent around a Thank You to the BID for sponsoring the Wine Walk event and the Farmer's Market. The Board thanked Assistant Executive Director Hanneman for her hard work on events and the operating plan.

Members were able to sign a welcome note for the new business Saucy Kitchen.

Retention & Recruitment Committee:

No Meeting, No Report

Maintenance Committee:

Next Meeting December 11

Public Relations and Marketing Committee:

December 6 = A Very Neenah Christmas; December 12 = Luminary Night w/Cookie Crawl; December 14 = Office Open Sat. for Gift Cert purchases (no sale – regular buys) 10 a.m. – 2 p.m.; Ongoing Fall//Winter = Last Light: Neenah (New)

Report from Nov. 12 Meeting: The Plaza opening weekend is November 22-24. *A Very Chappel Falls Christmas* will be released on December 1 and features many Neenah locations and events. Small Business Saturday is November 30, 2024. Channel 5 will be doing a promo for seasonal events. A gift certificate sale/scratch and win promo will be on December 14. 238 people attended Shop and Stroll. Instead of decorating flower beds for Spring Fling this coming year, the Neenah Arts Council will be coordinating a project consisting of making and placing tiny doors in the downtown.

Member Ellis commented that A Very Neenah Christmas used to be a two-day event and potentially it should be considered to be moved back to two-days. Member Dorn suggested that more communication be given to businesses regarding A Very Neenah Christmas.

City of Neenah Updates:

2025 City Budget will be going to Council November 19th. Progress on Arrowhead continues with Graef continuing planning efforts.

Round Table and Information Sharing:

The Board thanked Member Wasinger for her work on the BID Board. This was her last meeting.

Future Neenah Updates:

A sponsor has been found for the Warm Your Heart Event. Last Light Neenah will be having a soft launch with 7 projectors. Old Fashioned Saturday was at the end of October and was very well attended. Staff is working hard on holiday event planning.

Announcements and future agenda items:

Next meeting: January 21 (no meeting in December unless necessary)

The Board adjourned at 9:00 a.m.

Respectfully submitted,



November 19, 2024
BID Meeting Minutes

Samantha Jefferson
Community Development Specialist, Community Development