



AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD

**WEDNESDAY, SEPTEMBER 14, 2022, 1:00 PM
425 S. Military Ave.**

Suite 206

A. Roll Call.

B. Approval of the Agenda.

C. Approval of Minutes.

1. Approval of Minutes

D. Regular Business.

1. Approval of Financial Reports

2. Discussion with possible action on the 2023 Operating Plan

3. Discussion with possible action on the Winter and Summer Farmer's Markets

4. Discussion with possible action on the election of officers for 2023

E. Informational.

F. Adjournment.

- 1) **ACCESSIBILITY:** Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 2) **QUORUM:** Please take notice that a majority or quorum of the Common Council will attend this Military Avenue Business Improvement District Board meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.

- 3) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Military Avenue Business Improvement District Board
of the City of Green Bay

MEETING DATE

September 14, 2022

PREPARED BY

AGENDA ITEM # C.1

Approval of Minutes

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. MABA BID Minutes 8.10.2022



Military Avenue Business Association (MABA)

Joint Meeting with BID Members

Meeting Minutes

August 10, 2022 at 1:00 PM

The meeting was in-person and on-line via phone.

In Attendance: Keith Zimmerman, Dan Burich, Ralph Jensen, Brad Jensen, Sharon Hack, EJ Dombrowski (virtual) and Leah Weycker (non-voting). Guests: Wendy Townsend

Absent: Adam Kersten, Ann Byrd, Bibi Luther, Naomi Moes Jenkins

Excused: Randy Zaidel, Jordan Weuve

This was the first meeting of the new schedule to meet jointly with MABA (monthly) and BID (quarterly/4 time per year).

Call to Order and Welcome. Keith Zimmerman, in the absence of the President, called the meeting to order.

Approval of Agenda. *Keith made a motion to approve, seconded by Dan, motion passed.*

Secretary's Report.

Approval of BID Minutes: *Ralph made a motion to approve the BID Minutes of May 11th, seconded by Sharon. Motion passed.*

Approval of MABA July 13 Minutes: There was not a quorum for the MABA Board.

Regular Business:

Treasurer's Report. Spending is in line with the budget with the exception of the office supply which includes the TV. *Sharon made a motion to accept the treasurers report, seconded by Dan, motion passed.*

Schedule Upcoming MABA and BID Board Meetings

It was discussed that the MABA is now meeting monthly and the BID Board will meet four times per year or as needed. BID is the oversight board while MABA is the working board. BID is the government end of the District and subject to Open Meeting Laws, meaning the agenda needs to be posted with the City a week before the meeting. We will try to do the joint meetings as it will be easier than having two meetings with two boards for some months.

Ralph said that the two boards have different purposes but the same goals.

Ralph asked how we are handling the revenue from the Market. Leah stated that we try to break even as we were building the market and are now successful. EBT is the highest expense which should balance out as we swipe the customer card which is deposited in our bank, then the voucher goes to the vendors and they turn them in at the end of the day. We are the coordinator of the government program, helping to save the costs for each vendor to have the machine and federal approval. We do this the same as the other two GB markets and customers can use the vouchers at any of them. Leah will look at Department of Revenue requirements for market coordinators.

Is the market making a difference by increasing traffic in the district? It was suggested that we interview businesses in the area to see if they see any improvement to sales on market days.

Operating Plan 2023

Each year the BID Board must approve an Operating Plan with budget. The City Attorney approves the plans in October. We went over the budget which will dictate our tasks for the next year. Leah will fill out the plan with items discussed today and send to the BID Board for final approval.

In addition to a budget worksheet handout, a list of six items for discussion was distributed.

Façade Grant - The City implemented a Commercial Façade Grant (ARPA) that would cover the entire district and not just CDBG eligible areas. This should be used instead of BID funds, which are just not big enough to make a difference.

Social Media Audit – it was asked to approve this as we have funds in the current budget but it exceeds the \$1,000 spending request requirement. Facebook made changes and we need to stay on top of the trends. A quote was discussed and the person was reviewed. *Sharon made a motion to approve this spending item up to \$2,200 in 501 Marketing Advertising line item, seconded by Ralph. Motion passed.* It was said to mark our current outreach and expect to see a 34% increase.

Wages and Staff - After a job review last year, a 2% increase was approved. Leah questioned the amount as the Cost of Living Adjustment was much higher (COLA). The Board said there should be a contribution model with a built in matrix for success and performance plus comparable examples to other like positions.

Leah is requesting a part time person with Market focus. We have just received an ARPA \$25,000 grant for COVID and Market focus. A letter was sent to the GB Plaza property owner to ask if we can assist in building in a space for the market to continue as the demolition of Sears will change the current location. No reply has been received to date. *Sharon made a motion to hire part-time staff after the approval of a job description and metrics of performance are approved by the BID Board. Motion was seconded by Ralph. Motion passed.*

Logo/Branding Work – This was the next step in our strategic plan with O’Connor Connective. Should we keep this in the budget and make plans to look for someone to do this work? Sharon made a motion, seconded by Dan to allocate \$20,000 to this type of work.

Traditions Specialty Lighting Plan – Ideas with estimates were received by this company that also does lighting at Lambeau Field and Down Town Green Bay. Leah would recommend lighting the trees and not the other proposals. The cost of \$15,000 was thought to be too high for the few months it would show impact.

Vierbicher Plan Update – This was not identified as a need in 2019 but we now see how the old plan can be used to make it more difficult to develop that area. The estimate back then was \$24,000 to

\$27,000 for a limited update. Leah will look into updating the plan with the City. Ralph requested a similar level of authority while addressing changing circumstances.

Adjourn Meeting. It was getting late, and past 2 PM. Sharon made a motion to adjourn the meeting, seconded by Ralph, motion passed.

Submitted by Leah Weycker: 920-544-9503 Director@militaryave.org



Report to the
Military Avenue Business Improvement District Board
of the City of Green Bay

MEETING DATE

September 14, 2022

PREPARED BY

AGENDA ITEM # D.1

Approval of Financial Reports

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. MABID Financial

Military Avenue Business Inc.		31-Aug-22		4 months remaining		
		2022 Approved	Activity to date	to Activity last month	Activity this month	Over/Under Budget
Revenue						
301	BID Assessments	99,388.00	97,390.00	0.00	0.00	-1998.00
302	Donations/Partnerships	2,000.00				-2000.00
303	Grants-restricted income	5,000.00	25,000.00		25000.00	20000.00
310	Event Funds/Sponsorships	5,000.00	19,088.27	1788.00	2694.90	14088.27
	310.4 EBT					0.00
380	Interest Income	1,000.00	71.75	5.87	5.75	-928.25
311	In-kind contributions					0.00
390	(-) Projected delinquent assessments	-6,957.00	2,151.00	0.00	0.00	-4806.00
	Carry over per audit/review	2021 Review 2/4/2022	93,904.00			
		199,335.00	143,701.02	1,793.87	27700.65	
Total Revenue						
Expenses						
Personnel						
			Activity to date	to Activity last month	Activity this month	Over/Under Budget
513	Wages and Staff	53,687.70	31,899.97	3,987.49	3,987.48	-21,787.73
251	Taxes/fees 7.65%	4,107.11	2,440.35	305.04	305.05	-1,666.76
525	Training/Education (Dir.)	700.00	79.00	0.00	79.00	-621.00
Operating Expenses						
579	Rent	5,400.00	5,400.00	0.00	0.00	0.00
555	Insurance and Wkrs Comp Ins	2,600.00	1,590.00	0.00	0.00	-1,010.00
581	Office Supplies	400.00	1,242.01	129.14	0.00	842.01
531	Office Printer Lease	2,000.00	784.80	58.86	146.86	-1,215.20
561	Legal/Accounting	2,100.00	1,583.86	93.61	174.71	-516.14
533	Audit	2,250.00	2,150.00	0.00	0.00	-100.00
541	Grant expenses	100.00	0.00	0.00	0.00	-100.00
510	Dues and Subscriptions	700.00	787.00	0.00	0.00	87.00
523	Postage	200.00	34.80	0.00	0.00	-165.20
596	Bank fees/Interest	50.00	57.77	0.00	0.00	7.77
Technology						
549	Computers (+maintenance)	900.00	0.00	0.00	0.00	-900.00
585	Internet/phone	1,500.00	689.58	87.24	87.24	-810.42
Direct Program Expenses						
DESIGN						
519	Façade grant program	0.00	0.00	0.00	0.00	0.00
504	Street Planters	11,750.00	5,618.22	5,478.22	140.00	-6,131.78
548	Median Lawn Maintenance	500.00	0.00	0.00	0.00	-500.00
557	Street Décor/Banners	4,060.00	3,570.50	283.50	600.00	-489.50
571	Gateway	1,600.00	943.58	315.42	82.37	-656.42
	District lighting	8,000.00	0.00	0.00	0.00	-8,000.00
	Public Amenities	20,000.00	0.00	0.00	0.00	-20,000.00
ECONOMIC DEVELOPMENT						
546	Business Recruit/Support	1,000.00	120.00	0.00	0.00	-880.00
	Planning/Visioning	30,000.00	10,263.20	0.00	0.00	-19,736.80
EVENTS						
535	Events	15,000.00	10,855.11	2,569.94	3,254.00	-4,144.89
535.4	Event/ EBT					0.00
507	Licenses & Fees	200.00	10.00	0.00	0.00	-190.00
ORGANIZATION						
501	Marketing/Adv	5,000.00	850.55	75.00	75.00	-4,149.45
506	Website/Social Media	500.00	419.96	0.00	84.68	-80.04
OTHER EXPENSE						
508	Donations	0.00	0.00	0.00	0.00	0.00
526	Theft	0.00	0.00	0.00	0.00	0.00
	Restricted Grant	0.00	0.00	0.00	0.00	0.00
Total Expenses						
		174,304.81	81,390.26	13,383.46	9,016.39	
BALANCE			25,030.19			

→TV

MILITARY AVENUE BID
Balance Sheet As of 08/31/22

---THIS YEAR--- ---LAST YEAR--- ---CHANGE--- % CHANGE

Assets.....

BUSINESS SAVINGS 1785	9,220.75	3,150.13	6,070.62	192.7
CHECKING #2296	13,026.92	5,932.38	7,094.54	119.6
MONEY MARKET SAVINGS 2385	139,685.61	128,976.19	10,709.42	8.3
ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.0
MONEY MARKET NEW 5089	0.00	0.00	0.00	0.0
RECEIVABLE FROM EMPLOYEES	0.00	0.00	0.00	0.0
CHECKING ACT #5483	5,480.01	5,480.01	0.00	0.0
WORK IN-PROCESS	0.00	0.00	0.00	0.0
PREPAID EXPENSES	0.00	0.00	0.00	0.0
PRIME MONEY MARKET 8967	0.00	0.00	0.00	0.0
ORGANIZATION EXP.	0.00	0.00	0.00	0.0
MORT ALLOW ORGANIZATION	0.00	0.00	0.00	0.0
EQUIPMENT	3,704.92	3,704.92	0.00	0.0
ACCUM DEPR EQUIPMENT	-1,379.96	-1,379.96	0.00	0.0
FURNITURE AND FIXTURES	0.00	0.00	0.00	0.0
ACCUM DEPR FURN/FIXTURES	0.00	0.00	0.00	0.0
VEHICLES	0.00	0.00	0.00	0.0
ACCUM DEPR VEHICLES	0.00	0.00	0.00	0.0
TOTAL ASSETS	169,738.25	145,863.67	23,874.58	16.4

Liabilities.....

ACCOUNTS PAYABLE	300.00	488.87	-188.87	-38.6
CUSTOMER DEPOSITS	0.00	0.00	0.00	0.0
EMPLOYEE GARNISHMENTS	0.00	0.00	0.00	0.0
LOAN FROM MABA	0.00	0.00	0.00	0.0
WMO HARRIS LINE OF CREDIT	0.00	0.00	0.00	0.0
NOTES PAYABLE - NOTE 3	0.00	0.00	0.00	0.0
NOTES PAYABLE - NOTE 4	0.00	0.00	0.00	0.0
NOTES PAYABLE - NOTE 5	0.00	0.00	0.00	0.0
FICA PAYABLE	0.00	0.00	0.00	0.0
DEFERRED WH PAYABLE	0.00	0.00	0.00	0.0
FICA WH PAYABLE	0.00	0.00	0.00	0.0
DEFERRED UNEMPLOYMENT PAYABLE	0.00	0.00	0.00	0.0
FICA UNEMPLOYMENT PAYABLE	0.00	0.00	0.00	0.0
SALES TAX PAYABLE	0.00	0.00	0.00	0.0
LOAN FROM STOCKHOLDERS	0.00	0.00	0.00	0.0
TOTAL LIABILITIES	300.00	488.87	-188.87	-38.6

Capital.....

CAPITAL	0.00	0.00	0.00	0.0
RETAINED EARNINGS	107,127.49	102,645.46	4,482.03	4.4
RESERVE	0.00	0.00	0.00	0.0
NET INCOME	62,310.76	42,729.34	19,581.42	45.8
TOTAL CAPITAL	169,438.25	145,374.80	24,063.45	16.6
TOTAL LIAB. & CAPITAL	169,738.25	145,863.67	23,874.58	16.4

MILITARY AVENUE BID
Income Statement
Period Ending 08/31/22

	MTD				YTD			
	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES
Income.....								
BID Assessments	0.00	0.0	0.00	0.0	97,390.00	67.8	93,420.00	83.9
Donations/PARTNERSHIPS	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Grants-restricted income	25,000.00	90.3	0.00	0.0	25,000.00	17.4	0.00	0.0
Event/SPONSORSHIPS FUNDS	2,694.90	9.7	2,437.00	99.4	19,088.27	13.3	14,195.50	12.7
Interest income	5.75	0.0	15.72	0.6	71.75	0.0	98.52	0.1
In-Kind contributions	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Projected Delinquent Assmt	0.00	0.0	0.00	0.0	2,151.00	1.5	3,671.00	3.3
TOTAL INCOME	27,700.65	100.0	2,452.72	100.0	143,701.02	100.0	111,385.02	100.0
Cost of Sales.....								
PURCHASES	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
PURCHASES DISCOUNT	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
TOTAL COST OF SALES	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
GROSS PROFIT	27,700.65	100.0	2,452.72	100.0	143,701.02	100.0	111,385.02	100.0
Expenses.....								
Advertising/Marketing	75.00	0.3	983.00	40.1	850.55	0.6	2,095.22	1.9
Intern education allowanc	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Restricted Grant	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Street Planters	140.00	0.5	737.33	30.1	5,618.22	3.9	6,016.58	5.4
LICENSES & FEES	0.00	0.0	0.00	0.0	10.00	0.0	0.00	0.0
DISTRICT LIGHTING	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
DUES & SUBSCRIPTIONS	0.00	0.0	0.00	0.0	787.00	0.5	505.50	0.5
TRAVEL	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Facade grant program	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Postage	0.00	0.0	0.00	0.0	34.80	0.0	22.00	0.0
THEFT/FRAUD	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
MEALS/ENTERTAINMENT	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Median Lawn Maintenance	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Bus Retension/ Bus Pop-Up	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Office Printer Lease	146.85	0.5	215.37	8.8	784.80	0.5	863.88	0.8
Audit	0.00	0.0	0.00	0.0	2,150.00	1.5	2,020.77	1.8
Events	3,254.00	11.7	3,748.10	152.8	10,855.11	7.6	12,730.43	11.4
Public amenities	0.00	0.0	1,200.00	48.9	0.00	0.0	1,200.00	1.1
Grant Expense	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Business Recruit, Support	0.00	0.0	0.00	0.0	120.00	0.1	0.00	0.0
Computer (Maintenance)	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Insurance and WC Ins.	0.00	0.0	0.00	0.0	1,590.00	1.1	1,809.00	1.6
LATE FEES	0.00	0.0	5.00	0.2	54.85	0.0	83.00	0.1
Street Decor	600.00	2.2	0.00	0.0	3,570.50	2.5	1,124.32	1.0
Legal/Accounting	174.71	0.6	282.45	11.5	1,583.86	1.1	1,527.19	1.4
GATEWAY	82.37	0.3	250.83	10.2	943.58	0.7	836.79	0.8
INTEREST	0.00	0.0	0.00	0.0	2.92	0.0	1.39	0.0
RENT	0.00	0.0	0.00	0.0	5,400.00	3.8	5,400.00	4.8
Office Supplies	0.00	0.0	0.95	0.0	1,242.01	0.9	153.13	0.1
PHONE/INTERNET	87.24	0.3	93.68	3.8	689.58	0.5	672.95	0.6
Planning/Visioning	0.00	0.0	0.00	0.0	10,263.20	7.1	0.00	0.0
Small Tools	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Bank Fees	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Website/social media	84.68	0.3	0.00	0.0	419.96	0.3	186.03	0.2

Income Statement
Period Ending 08/31/22

	MTD				YTD			
	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES
Expenses (continued).....								
WAGES - STAFF	3,987.48	14.4	0.00	0.0	31,899.97	22.2	29,000.00	26.0
FICA EXP.	305.05	1.1	0.00	0.0	2,440.35	1.7	2,218.50	2.0
FED UNEMPLOYMENT EXP.	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
WIS UNEMPLOYMENT EXP.	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
WORKMANS COMP. INS.	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
HEALTH INSURANCE	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
WAGES - OWNER	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Training/Education	79.00	0.3	0.00	0.0	79.00	0.1	189.00	0.2
TOTAL EXPENSES	9,016.39	32.5	7,516.71	306.5	81,390.26	56.6	68,655.68	61.6
OPERATING INCOME	18,684.26	67.5	-5,063.99	206.5	62,310.76	43.4	42,729.34	38.4
OWNERS DRAW	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
DEPRECIATION	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
AMORT. EXPENSE	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
INCOME - OTHER	0.00	0.0	0.00	0.6	0.00	0.0	0.00	0.1
NET INCOME	18,684.26	67.5	-5,063.99	206.5	62,310.76	43.4	42,729.34	38.4

08/31/2022

A/P CHECK REGISTER

Check Number	Check Date	Vendor Phone	Vendor Name	Voucher Number	Invoice Number	Invoice Date	Invoice Gross	Invoice Discount	Invoice Net
5040	08/03/22	(920)494-4226	QUICKSIGNS	22000096	103754	08/02/22 Check Total	600.00 600.00	0.00 0.00	600.00 600.00
5041	08/03/22	(920)437-5972	DOWNTOWN GREEN BAY	22000097	502	06/28/22 Check Total	35.00 35.00	0.00 0.00	35.00 35.00
5042	08/17/22	(920)498-9808	PRO DATA IV	22000101	22001431	07/31/22 Check Total	126.24 126.24	0.00 0.00	126.24 126.24
5043	08/17/22	(920)436-6363	SCHROEDER'S FLOWERS, INC	22000102	03204597	07/31/22 Check Total	140.00 140.00	0.00 0.00	140.00 140.00
5044	08/17/22	(654)765-2316	ON BRAODWAY, INC	22000103	2088	08/04/22 Check Total	85.00 85.00	0.00 0.00	85.00 85.00
5045	08/17/22	(920)437-5972	DOWNTOWN GREEN BAY	22000104	508	08/02/22 Check Total	118.00 118.00	0.00 0.00	118.00 118.00
5046	08/17/22	(800)242-9772	Wisconsin Public Service	22000105	4239047164	08/02/22 Check Total	82.37 82.37	0.00 0.00	82.37 82.37
5047	08/17/22	(888)204-0799	FIRST-CITIZENS BANK & TRU	22000106	40534194	08/05/22 Check Total	58.86 58.86	0.00 0.00	58.86 58.86
5048	08/18/22	(920)498-9808	PRO DATA IV	22000108	22001544	08/16/22 Check Total	48.47 48.47	0.00 0.00	48.47 48.47
5049	08/30/22	(546)881-8791	AUSTIN WALL	22000109	8/29/22	REFUND Check Total	235.00 235.00	0.00 0.00	235.00 235.00
22-98	08/05/22	(920)464-1133	BMO Harris Bank Dbit Card	22000098	8/05/22	EBT Check Total	15.10 15.10	0.00 0.00	15.10 15.10
22-99	08/03/22	(920)464-1133	BMO Harris Bank Dbit Card	22000099	8/03/22	CHNG Check Total	690.00 690.00	0.00 0.00	690.00 690.00
22-107	08/25/22	(855)825-9231	BMO HARRIS N.A PAYMENTS	22000107	8/2022	STMT Check Total	163.68 163.68	0.00 0.00	163.68 163.68
22-113	08/09/22	(920)464-1133	BMO Harris Bank Dbit Card	22000113	8/09/22	CHNG Check Total	371.00 371.00	0.00 0.00	371.00 371.00
22-114	08/17/22	(920)464-1133	BMO Harris Bank Dbit Card	22000114	8/17/22	CHNG Check Total	1,000.00 1,000.00	0.00 0.00	1,000.00 1,000.00
22-115	08/25/22	(920)464-1133	BMO Harris Bank Dbit Card	22000115	8/25/22	CHNG Check Total	818.00 818.00	0.00 0.00	818.00 818.00
EF40Y2HJ	08/24/22	(888)288-8339	AT & T	22000100	08/2022	STMT Check Total	87.24 87.24	0.00 0.00	87.24 87.24
Company Total							4,673.96	0.00	4,673.96

08/31/2022

A/P GENERAL LEDGER DISTRIBUTION REPORT

G/L Acct	Description	Voucher Number	Vendor Name	Invoice Number	Debit	Credit	Net
310.1	SUMMER MARKET FUNDS	22000109	AUSTIN WALL	8/29/22 REFUND Account Affect	235.00 235.00	0.00	235.00
310.4	EBT FUNDS	22000098	BMO Harris Bank Dbit Card	8/05/22 EBT Account Affect	15.10 15.10	0.00	15.10
501	Advertising/Marketing	22000111	GOMEZ MARKETING	13659 Account Affect	75.00 75.00	0.00	75.00
504	Street Planters	22000102	SCHROEDER'S FLOWERS, INC	03204597 Account Affect	140.00 140.00	0.00	140.00
506	Website/social media	22000107 22000107	BMO HARRIS N.A PAYMENTS	8/2022 STMT 8/2022 STMT Account Affect	42.34 42.34 84.68	0.00	84.68
525	Training/Education	22000107	BMO HARRIS N.A PAYMENTS	8/2022 STMT Account Affect	79.00 79.00	0.00	79.00
531	Office Printer Lease	22000106 22000112	FIRST-CITIZENS BANK & TRU Quality Assured Office	40534194 2658698 Account Affect	58.86 88.00 146.86	0.00	146.86
535.1	SUMMER MARKET	22000099	BMO Harris Bank Dbit Card	8/03/22 CHNG Account Affect	690.00 690.00	0.00	690.00
535.4	EBT FEE	22000097 22000103 22000104 22000110 22000113 22000114 22000115	DOWNTOWN GREEN BAY ON BRAODWAY, INC DOWNTOWN GREEN BAY DOWNTOWN GREEN BAY BMO Harris Bank Dbit Card BMO Harris Bank Dbit Card BMO Harris Bank Dbit Card	502 2088 508 510 8/09/22 CHNG 8/17/22 CHNG 8/25/22 CHNG Account Affect	35.00 85.00 118.00 137.00 371.00 1,000.00 818.00 2,564.00	0.00	2,564.00
557	Street Decor	22000096	QUICKSIGNS	103754 Account Affect	600.00 600.00	0.00	600.00
561	Legal/Accounting	22000101 22000101 22000108	PRO DATA IV PRO DATA IV PRO DATA IV	22001431 22001431 22001544 Account Affect	56.24 70.00 48.47 174.71	0.00	174.71
571	GATEWAY	22000105	Wisconsin Public Service	4239047164 Account Affect	82.37 82.37	0.00	82.37
585	PHONE/INTERNET	22000100	AT & T	08/2022 STMT Account Affect	87.24 87.24	0.00	87.24
Total G/L Expenses					4,973.96		
Checking Accounts						4,673.96	
Accounts Payable						300.00	



Report to the
Military Avenue Business Improvement District Board
of the City of Green Bay

MEETING DATE

September 14, 2022

PREPARED BY

Leah Weycker, Staff

AGENDA ITEM # D.2

Discussion with possible action on the 2023 Operating Plan

BACKGROUND

Each September, the Executive Director of Military Avenue's Business Improvement District prepares and presents an Operating Plan to the Military Avenue's Business Improvement District board for the upcoming year.

RECOMMENDATION

Recommend approval of the 2023 Operating Plan

FISCAL IMPACT

ATTACHMENTS

- I. Operating Plan MABA 2023

**Operating Plan - 2023
Military Avenue, Inc.**

BUSINESS IMPROVEMENT DISTRICT NO. 4

**2023
OPERATING PLAN**



TABLE OF CONTENTS

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DRAFT

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes ([see Appendix A](#)) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Green Bay approved a petition from property owners in September 2013 to create a Business Improvement District for the purpose of revitalizing and improving the Military Avenue business area on Green Bay’s west side. The BID law requires that every district have an annual Operating Plan.

This document is the Operating Plan for the Military Avenue district. The Military Avenue BID Executive Director, in coordination with the Military Avenue BID Board, prepared this Plan with technical assistance from the City of Green Bay Department of Economic Development.

B. Physical Setting

The Military Avenue Business District has boundaries starting at Lombardi Avenue moving north on Military with a northern most boundary of 116 N Military on the east side of the street and 123 N Military on the west side of the street.

Including: 1560 and 1598 W Western Ave, 1603, 1614 and 1626 W Seventh St, 1559-1565 Ninth St, 1577 Langlade Ave, 1530, 1536 and 1540 Leo St, 1521, 1541, 1587, 1590, and 1606 W Shawano Ave, 1505, 1529, 1555, 1561, 1566, 1593, and 1616 W Mason St.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in [Appendix B](#) of this plan. A listing of the properties included in the district is provided in [Appendix C](#).

III. PROPOSED OPERATING PLAN

A. Plan Objectives – 2023

Military Avenue, Inc. exists to create an environment that supports the continued success of the businesses and neighborhoods in the Military Avenue district located on the west side of Green Bay.

Military Avenue, Inc. fosters a spirit of collaboration and cooperation with local businesses and neighborhoods by working to improve the entire district. We do our work by marketing, branding and

promoting business activities, physical improvements in the district, event planning, new business recruitment, retaining and supporting existing businesses.

B. Proposed Activities – 2023

Principle activities to be engaged in by the district during its TENTH year of operation, 2023, will include:

- Fully utilize promotion tools such as; monument sign, social media platforms, market bags, joint advertising opportunities and find or create new ideas.
- Keep up to date on advertising and technology best-practices to share with businesses.
- Explore a central, public friendly, location for events.
- Offer and support opportunities for public art and murals throughout the district.
- Continue plantings, lawn care and maintenance projects within the street view and medians to provide a clean and professional appearance.
- Create signature events, including the Market on Military, to build customer traffic and increase BID customer traffic.
- Seek out grant funding for quality projects.
- Invest in public amenities such as bike racks, benches, security and safety tools, and garbage cans.
- Find resources and programs to increase health and safety measures and address the economic impact on businesses due to COVID.

C. Proposed Budget – Year – TEN 2023

Revenues	Projected 2023	Change from 2022
Planned BID Assessment Funds	\$99,388	\$0
(BID Assessments minus 7% delinquent)	-\$6957	\$0
(Estimated) Donations/Partnerships	\$0	-\$1,000
(Estimated) Grants /Restricted Income	\$25,000	+\$20,000
(Estimated) Event Funds/Sponsorships/EBT	\$20,000	+\$15,000
(Estimated) Interest Income	\$100	-\$900
Carry Over from 2022 audit/review	\$93,904	
Total Revenue	\$231,435	+\$33,100

Expenses

Staffing	\$81,235	+\$33,385
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Operating Expenses rent, insurance, audit, accounting, supplies, etc.	\$18,000	+\$2,200
Technology	\$2,400	\$0
Programs		
Design/Physical improvements Street pole banners throughout district, Planter boxes winter and summer, throughout district weed control at medians and monument, monument sign Wi-Fi and operations at Lombardi and Military intersection, public amenities and branding across the district.	\$57,860	+\$11,950
Economic/Business Development Business recruitment and support for current businesses.	\$11,000	-\$20,000
Events Summer and Winter Market on Military, Small Business Saturday, Joint Advertising, EBT costs.	\$15,200	\$0
Organization/ Marketing Social media, marketing, advertising, website hosting, web security.	\$5,500	\$0
Total Expenses	\$191,195	+\$23,175
BALANCE	\$40,240	

D. Financing Method

\$99,388 is proposed to be raised through BID assessments as laid out in section IV. METHOD OF ASSESMENT and assume an assessment delinquency amount of \$6,957 based on 7% delinquencies. We have therefore budgeted for \$92,431. We are also setting a goal to obtain grants, sponsorships, fees, and donations to provide funding in the amount of \$45,000. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

Upon creation of the BID, the Mayor appointed members to the district board ("board"). The board's primary responsibility is implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – at least Five
2. Composition - At least three fifths members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Green Bay. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order (“by laws”) to govern the conduct of its meetings.

F. Relationship to the Military Avenue Business Association.

The BID shall be a separate entity from the Military Avenue Business Association, notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board or as required by law. The Association may, and it is intended, shall contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

Assessment rate per thousand for industrial is \$0.25, office \$2.00, retail/entertainment \$2.25. Minimum assessment rate per parcel is \$250.00 Maximum assessment rate is \$2,500 per parcel.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

For properties whose use comprises mixed SIC codes, the property has been identified by the ground level use(s) of any buildings constructed on the property. The ground level use is presumed to be the dominant use of the property. If a ground level has more than two uses, then the property has been identified by the use that makes up more than one half of the ground level square footage. The burden is on the owner to change a property classification from that designated in [Appendix C](#). It must be proven annually by the owner of the property in question to the BID board.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$2,500.00 per parcel will be applied.

As of January 1, 2014 the property in the district had a total assessed value of over seventy-three million dollars. This plan assesses the property in the district at a rate for industrial \$0.25, for office \$2.00, for retail/entertainment \$2.25. per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID.

[Appendix C](#) shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)Im: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in [Appendix C](#), as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO GREEN BAY COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

The plan for Military Avenue is to transform the corridor into a signature street with a cohesive identity. This will be accomplished by elevating the level of aesthetics, functionality and safety with improved site and building design. The balance of land uses along Military Avenue must shift in recognition of current and expected future market conditions and to better manage the supply and demand of real estate. Sections of the corridor will transition to finer blocks of mixed-use development that better relate to the scale of surrounding neighborhoods.

Implementation of this plan will result not only in attracting new businesses to Military Avenue, but also in creating an environment that supports the continued success of existing, beneficial businesses. Limited amounts of redevelopment may result in tear down and reconstruction. But in most cases, redevelopment will occur in smaller steps like landscaping parking areas, upgrading building façades, or adding decorative lighting. Military Avenue will become a more complete corridor that caters to local residents and employees who use multiple modes of transportation. This transition is a necessary response to the changing market and context, and will create a more economically sustainable future for Military Avenue. *(Military Avenue Market Analysis and Corridor Design Plan, Executive Summary, Pages 7-8. Adopted by the City of Green Bay: 3/1/2011)*

B. City Role in District Operation

The City of Green Bay has committed to helping private property owners in the district promote its development. To this end, the City is expected to play a significant role in the creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Brown County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in the initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Green Bay.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Green Bay as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109 (3)(b).

APPENDICES

- A. STATUTE
- B. DISTRICT BOUNDARIES
- C. LISTING OF PROPERTIES (CITY HOLDS MOST RECENT LIST)

APPENDICE A

Wisconsin State Statute "BID Law"

66.1109 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under [sub. \(3\) \(a\)](#).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that [subds. 1. to 4.](#) have been complied with.

(g) "Planning commission" means a plan commission under [s. 62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under [par. \(b\)](#) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under [par. \(c\)](#), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under [sub. \(3\) \(c\)](#) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under [par. \(c\)](#) and unless the business improvement district is not terminated under [par. \(e\)](#).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under [par. \(c\)](#), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under [par. \(c\)](#), by petition under this subsection or subsequent notification under [par. \(d\)](#), and after subtracting any retractions under [par. \(d\)](#), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

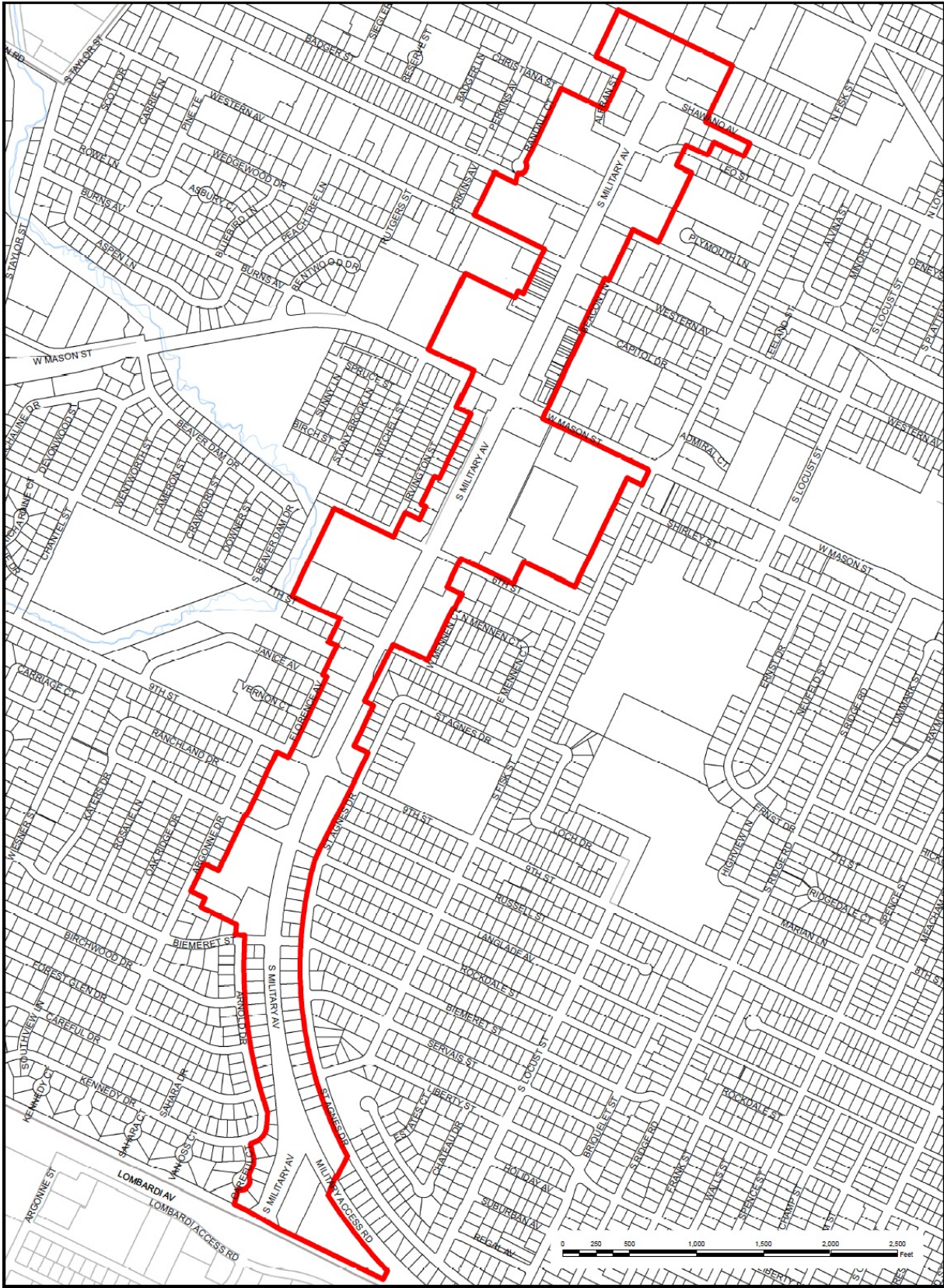
(5)

(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under [s. 70.11](#) may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are made.
 Map prepared by City of Green Bay Planning Department. DUL

City of Green Bay Military Ave BID Boundary

BID Boundary





Report to the
Military Avenue Business Improvement District Board
of the City of Green Bay

MEETING DATE

September 14, 2022

PREPARED BY

Leah Weycker, Staff

AGENDA ITEM # D.3

Discussion with possible action on the Winter and Summer Farmer's Markets

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Military Avenue Business Improvement District Board
of the City of Green Bay

MEETING DATE

September 14, 2022

PREPARED BY

Leah Weycker, Staff

AGENDA ITEM # D.4

Discussion with possible action on the election of officers for 2023

BACKGROUND

Annual Election of officers for 2023

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. MABID Board

**Military Avenue
Business Improvement District
Board of Directors 2022**

Terms run calendar year, appointed at Annual Meeting for three years

APPROVAL 2/10/2022

Name	From	To
<p>Adam Kersten, President Kersten Realty 1600 Shawano Ave. #204 GB WI 54303 P. 920-499-2283 <i>1st term start - December 2013</i></p>	January 2021	December 2023
<p>EJ Dombrowski, Vice President Jim's Music 1219 S Military Ave. GB WI 54304 W. 920-496-3710 <i>1st term start - September 2018</i></p>	January 2019	December 2024
<p>Sharon Hack, Secretary North Shore Bank Area Manager 3452 Edinburgh Rd. GB WI 54311 P. 920-494-8753 <i>1st term start - April 2015</i></p>	January 2019	December 2022
<p>Dan Burich Bay Motel and Restaurant 1301 S Military Ave. GB WI 54304 P. 920-494-3441 <i>1st term start - December 2013</i></p>	January 2017	December 2022
<p>Ralph Jensen Pro Data IV/Compass Accounting 3246 West Point Rd. GB WI 54313 P. 920-498-9808 <i>1st term start - March 2014</i></p>	January 2021	December 2023