



AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD

WEDNESDAY, MAY 10, 2023, 1:00 PM
425 S. Military Ave.
Suite 206
In Person or Virtual via Zoom as needed

- A. Roll Call.**
- B. Approval of the Agenda.**
 - 1. Approval of the agenda for the May 10, 2023 meeting of the Military Avenue Business Improvement District Board.
- C. Approval of Minutes.**
 - 1. Approval of the minutes from the February 8, 2023 meeting of the Military Avenue Business Improvement District Board.
- D. Regular Business.**
 - 1. Consideration with possible action on the MABD BID April 2023 financial reports
 - 2. Redevelopment Sites
 - 3. Discussion on Vierbicher Plan 2011
- E. Informational.**
 - 1. City of Green Bay Update
 - 2. Executive Director Update
- 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

May 10, 2023

PREPARED BY

AGENDA ITEM # B.1

Approval of the agenda for the May 10, 2023 meeting of the Military Avenue Business Improvement District Board.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

May 10, 2023

PREPARED BY

AGENDA ITEM # C.1

Approval of the minutes from the February 8, 2023 meeting of the Military Avenue Business Improvement District Board.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. MABA BID Minutes 2.8.2023



**Military Avenue BID Joint Meeting with
Military Avenue Business Association (MABA)
Meeting Minutes**

February 8, 2023 at 1:00 PM

In Attendance: BID: Adam Kersten, Dan Burich, Sharon Hack, Ralph Jensen

MABA: Brad Jensen, Keith Zimmerman, Gary Pond,

Staff non-voting: Leah Weycker, Michael Larsen

Guests: BID Liaison for City Wendy Townsend, David Buck City of Green Bay, Michael Cuene
Broadway Auto, Alder Melinda Eck

Absent:

Excused: Jordan Weuve, EJ Dombrowski,

Call to Order and Welcome. Adam, called the meeting to order.

Approval of Agenda. It was suggested to move Michael Cuene up in the agenda. *Ralph made a motion to approve the agenda as amended, seconded by Sharon, motion passed.*

Secretary's Report.

Approval of BID/MABA Minutes: Wendy asked to have BID Liaison to her name under attendance. *Sharon made a motion to approve the BID Minutes as amended, seconded by Ralph. Motion passed.*

Regular Business:

Treasurer's Report. Early in the year, spending is in line with the budget. *Sharon made a motion to accept the treasurers report, seconded by Dan, motion passed.*

Presentation by Michael Cuene

Michael Cuene is the co-owner of Broadway Auto. He has a purchase agreement on the former GB Nursery site to move the Hyundai dealership. It will require a rezone to do this. He met with the John Muir Park Neighborhood Association and is hosting a city suggested meeting.

Some features: New Hyundai bronze image needed plus business model changed, secured access is fenced, 7:30 to 4:30 service noise, 25' green buffer, focus on N side with quieter services on S side, quality fencing with no light penetrating, tree hedge on residential property (current trees and new row), right in right out on Military request, no access to back street.

Virbecher Plan Discussion

Tabled by Ralph, seconded by Sharon, passed.

City Update

Wendy and David talked about progress at the Ship Yard and moving the coal piles, expansion of the business industrial park on the east side, Discover GB lead on data collection, RFP for Comp Plan two year process, all neighborhoods getting association coverage, AARPA façade grant refunded.

Adjourn Meeting. 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

May 10, 2023

PREPARED BY

Leah Weycker, Staff

AGENDA ITEM # D.I

Consideration with possible action on the MABD BID April 2023 financial reports

BACKGROUND

RECOMMENDATION

Approve as presented

FISCAL IMPACT

ATTACHMENTS

- I. PLBAL0423

MILITARY AVENUE BID
Income Statement
Period Ending 04/30/23

	----- 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	103,407.00	92.5	97,390.00	91.3
Donations/PARTNERSHIPS	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Grants-restricted income	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Event/SPONSORSHIPS FUNDS	1,785.00	94.4	3,350.00	99.8	8,059.00	7.2	8,730.00	8.2
Interest income	105.13	5.6	6.37	0.2	382.00	0.3	48.13	0.0
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	0.00	0.0	500.00	0.5
TOTAL INCOME	1,890.13	100.0	3,356.37	100.0	111,848.00	100.0	106,668.13	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	1,890.13	100.0	3,356.37	100.0	111,848.00	100.0	106,668.13	100.0
Expenses.....								
Advertising/Marketing	1,195.00	63.2	178.33	5.3	3,723.48	3.3	609.33	0.6
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	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
LICENSES & FEES	0.00	0.0	0.00	0.0	0.00	0.0	10.00	0.0
DISTRICT LIGHTING	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
DUES & SUBSCRIPTIONS	2.00	0.1	0.00	0.0	2.00	0.0	487.00	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	77.60	0.1	34.80	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	157.21	8.3	146.77	4.4	473.70	0.4	372.21	0.3
Audit	0.00	0.0	0.00	0.0	0.00	0.0	2,150.00	2.0
Events	759.76	40.2	1,523.59	45.4	3,156.40	2.8	3,682.84	3.5
Public amenities	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Grant Expense	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Business Recruit. Support	1,680.00	88.9	0.00	0.0	1,717.97	1.5	120.00	0.1
Computer (Maintenance)	0.00	0.0	0.00	0.0	131.25	0.1	0.00	0.0
Insurance and WC Ins.	0.00	0.0	1,590.00	47.4	0.00	0.0	1,590.00	1.5
LATE FEES	0.00	0.0	5.00	0.1	12.01	0.0	54.00	0.1
Street Decor	0.00	0.0	1,400.00	41.7	1,421.10	1.3	2,687.00	2.5
Legal/Accounting	796.58	42.1	89.17	2.7	1,682.53	1.5	841.73	0.8
GATEWAY	82.02	4.3	84.77	2.5	304.93	0.3	381.96	0.4
INTEREST	0.00	0.0	0.00	0.0	0.00	0.0	2.92	0.0
RENT	0.00	0.0	0.00	0.0	3,600.00	3.2	2,700.00	2.5
Office Supplies	23.96	1.3	0.00	0.0	126.81	0.1	1,099.91	1.0
PHONE/INTERNET	93.07	4.9	85.73	2.6	374.41	0.3	343.64	0.3
Planning/Visioning	0.00	0.0	0.00	0.0	0.00	0.0	10,263.20	9.6
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	5.00	0.0	0.00	0.0
Website/social media	0.00	0.0	0.00	0.0	173.69	0.2	0.00	0.0

MILITARY AVENUE BID
Income Statement
Period Ending 04/30/23

	----- MTD -----				----- YTD -----			
	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES
Expenses (continued).....								
WAGES - STAFF	5,088.88	269.2	7,975.00	237.6	21,817.09	19.5	19,937.50	18.7
FICA EXP.	389.30	20.6	610.08	18.2	1,669.01	1.5	1,525.22	1.4
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	8.50	0.4	0.00	0.0	159.70	0.1	0.00	0.0
TOTAL EXPENSES	10,276.28	543.7	13,688.44	407.8	40,628.68	36.3	48,893.26	45.8
OPERATING INCOME	-8,386.15	443.7	-10,332.07	307.8	71,219.32	63.7	57,774.87	54.2
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	5.6	0.00	0.2	671.00	0.3	0.00	0.0
NET INCOME	-8,386.15	443.7	-10,332.07	307.8	71,890.32	64.3	57,774.87	54.2

MILITARY AVENUE BID
Balance Sheet As of 04/30/23

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

Assets.....

BUSINESS SAVINGS 1785	0.00	7,220.47	-7,220.47	-100.0
CHECKING #2296	4,679.52	1,217.85	3,461.67	284.2
MONEY MARKET SAVINGS 2385	181,800.91	148,659.07	33,141.84	22.3
ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.0
MONEY MARKET NEW 5089	0.00	0.00	0.00	0.0
INVESTMENT CD	20,000.00	0.00	20,000.00	100.0
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
AMORT 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	214,285.40	164,902.36	49,383.04	29.9

Liabilities.....

ACCOUNTS PAYABLE	0.00	0.00	0.00	0.0
CUSTOMER DEPOSITS	0.00	0.00	0.00	0.0
EMPLOYEE GARNISHMENTS	45.00	0.00	45.00	100.0
LOAN FROM MABA	0.00	0.00	0.00	0.0
BMO 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
FED WH PAYABLE	0.00	0.00	0.00	0.0
WIS WH PAYABLE	0.00	0.00	0.00	0.0
FED UNEMPLOYMENT PAYABLE	0.00	0.00	0.00	0.0
WIS 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	45.00	0.00	45.00	100.0

Capital.....

CAPITAL	0.00	0.00	0.00	0.0
RETAINED EARNINGS	142,350.08	107,127.49	35,222.59	32.9
SUSPENSE	0.00	0.00	0.00	0.0
NET INCOME	71,890.32	57,774.87	14,115.45	24.4
TOTAL CAPITAL	214,240.40	164,902.36	49,338.04	29.9
TOTAL LIAB. & CAPITAL	214,285.40	164,902.36	49,383.04	29.9



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

MEETING DATE

May 10, 2023

PREPARED BY

AGENDA ITEM # D.2

Redevelopment Sites

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

May 10, 2023

PREPARED BY

AGENDA ITEM # D.3

Discussion on Vierbicher Plan 2011

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

May 10, 2023

PREPARED BY

AGENDA ITEM # E.1

City of Green Bay Update

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

May 10, 2023

PREPARED BY

AGENDA ITEM # E.2

Executive Director Update

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None