



AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD

WEDNESDAY, MAY 8, 2024, 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. February 14, 2024.

C. Approval of Minutes.

1. Approval of the minutes from the February 14, 2024 meeting.

D. Approval of Financial Reports

1. Consideration with possible action on the financial report.

E. Regular Business.

1. Consideration with possible action on the Capital Campaign, with Lisa Vanden Avond.

F. Informational.

1. City of Green Bay Update.
2. Executive Director Update.

G. 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.



**BID Board of Directors Annual Meeting
w/ Military Avenue Business Association (MABA)
Meeting Minutes**

February 14, 2024 at 1:00 PM

In Attendance: Adam Kersten, Ralph Jensen, Sharon Hack, EJ Dombroski, Dan Burich, Brad Jensen, Jordan Weave, Keith Zimmerman, and Leah Weycker (non-voting) and Brady Vanderheyden.

Guests:

Absent/Excused: Wendy Townsend, Gary Pond ON LEAVE

Call to Order and Welcome. President Adam Kersten called the meeting to order.

Approval of Agenda There were no changes to the agenda. Motion by EJ, seconded by Ralph, motion passed.

Secretary Report/ Minutes. Motion to approve the minutes by Ralph, seconded by Sharon, motion passed.

Financial Report Financials for January were discussed. A hand out with December preliminary numbers was also discussed. After review, these could be the end-of-year numbers. A possible carry-over of 123,000. *There was a motion by Sharon, seconded by EJ, to approve the financials, motion passed.*

Unfinished Business: None was identified for the Annual Meeting.

Regular Business:

Election of Officers: BID Board, last years' slate was nominated with the addition of Dan Burich at Treasurer. *EJ made a motion to approve the BID Board of Directors for 2024: Adam Kersten, President; EJ Dombrowski, Vice President; Sharon Hack, Secretary; and Dan Burich Treasurer. Motion was seconded by Sharon, motion passed.*

MABA Board past slate was in the packet. *Keith made a motion to approve the board with Adam Kersten, President; Keith Zimmerman, Vice President; Jordan Weuve, Treasurer; and Brad Jensen.*

Leah asked for members to recruit new members for the BID Board and MABA Board as we are at the minimum number of members.

Houskeeping Discussion: We need to redo conflict of Interest forms. Brad and Ralph discussed Beneficial Ownership Information (BOI). It was not clear if this would affect us.

Military Avenue, Inc. A Year in Review

A hand out was distributed. A lot of new businesses were added but more importantly, several expanded, showing business success on Military Avenue. Our main event, the Farmers Market on Military was growing and successful. Winter market has really grown in attendance despite relocating to a much small, two spaces. We are higher than most in EBT redemption.

Looking Forward, A Permanent Market Site

This goal would build stability in our market and offer a consistent space and venue for decades to come. Leah is planning to write a USDA grant given by the State of WI. A handout was shared with ideas of features, funding sources, caused to address, and next steps and process. An idea board of structures was shared. Somerville Architects has met with us.

Wendy Townsend's City of GB Report:

Leah will forward the Founders Day Invite to the Board.

The City is working on the 2050 Comp Plan. It is a long range plan and will take place over 2 years. Military Avenue will be asked to participate.

Adjourn – Dan made a motion to adjourn, 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 8, 2024

PREPARED BY

Leah Weycker, Staff

AGENDA ITEM # C.I

Approval of the minutes from the February 14, 2024 meeting.

BACKGROUND

RECOMMENDATION

approve as presented

FISCAL IMPACT

ATTACHMENTS

- I. MABID Minutes 2.14.24



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

Military Avenue Business Inc.		31-Mar-24	09 months remaining		Over/Under	
Drafted Oct. 2022		2023 Approved	Activity to date	to Activity last month	Activity this month	Budget
Revenue						
301	BID Assessments	108,275.00	104,078.00	0.00	0.00	-4199.00
302	Donations/Partnerships	0.00	0.00	0.00	0.00	0.00
303	Grants-restricted Income	10,000.00	0.00	0.00	0.00	-10,000.00
310	Event Funds/Sponsorships	20,000.00	5,509.00	1593.00	2491.00	-14491.00
	310.4 EBT		1,313.00	425.00	245.00	1313.00
380	Interest Income	500.00	480.87	137.46	152.03	-9.13
311	In-kind contributions		0.00	0.00	0.00	0.00
390	(-) Projected delinquent assessments	-2,165.00	0.00	0.00	0.00	-2165.00
	Carry over per audit/review					
	2023 Review ADD DATE					
		136,609.00	110,075.87	1,740.46	2643.03	
Total Revenue						
Expenses						
Personnel						
513	Wages and Staff	58,063.00	15,212.10	5,238.65	5,824.85	-42,850.90
	PT Grant Funded Mkt Staff +	25,000.00				-25,000.00
251	Taxes/fees 7.65%	6,354.00	1,169.78	400.75	445.60	-5,190.27
525	Training/Education (Dir.)	700.00	135.14	0.00	0.00	-564.86
		90,117.00				
Operating Expenses						
579	Rent	7,200.00	3,600.00	0.00	0.00	-3,600.00
553	Insurance and Wkrs Comp ins	2,600.00	159.00	0.00	0.00	-2,441.00
581	Office Supplies	450.00	212.04	114.20	0.00	-237.96
531	Office Printer Lease	2,000.00	220.77	121.72	68.97	-1,779.23
561	Legal/Accounting	3,000.00	2,107.23	485.48	306.05	-892.77
539	Audit	1,500.00	696.02	0.00	0.00	-803.98
541	Grant expenses	100.00	5,000.00	0.00	5,000.00	4,900.00
510	Dues and Subscriptions	850.00	474.42	11.99	0.00	-375.58
528	Postings	100.00	0.00	0.00	0.00	-100.00
595	Bank fees	50.00	6.40	0.00	6.40	-43.60
		17,850.00				
Technology						
549	Computers (+maintenance)	900.00	0.00	0.00	0.00	-900.00
585	Internet/phone	1,500.00	366.23	94.15	93.79	-1,115.77
		2,400.00				
Direct Program Expenses						
DESIGN						
539	Facade grant program	0.00	0.00	0.00	0.00	0.00
504	Street Planters	12,000.00	0.00	0.00	0.00	-12,000.00
548	Median Lawn Maintenance	600.00	0.00	0.00	0.00	-600.00
557	Street Décor/Banners	6,060.00	2,625.00	2,625.00	0.00	-3,435.00
571	Gateway	1,800.00	236.10	85.99	80.84	-1,569.90
	District Lighting	20,000.00	0.00	0.00	0.00	-20,000.00
	Public Amenities	20,000.00	0.00	0.00	0.00	-20,000.00
		60,460.00				
ECONOMIC DEVELOPMENT						
516	Business Recruit/Support	1,000.00	0.00	0.00	0.00	-1,000.00
	Planning/Visioning	10,000.00	0.00	0.00	0.00	-10,000.00
		11,000.00				
EVENTS						
535	Events	15,000.00	651.97	271.23	0.00	-14,348.03
535.4	Event/EBT		265.70	256.90	0.00	
507	Licenses & Fees	200.00	10.00	10.00	0.00	-190.00
		15,200.00				
ORGANIZATION						
501	Marketing/Adv	8,000.00	252.59	75.00	0.00	-7,747.41
509	Website/Social Media	500.00	72.32	0.00	0.00	-427.68
		8,500.00				
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
		0.00				
Total Expenses						
		205,527.00				
BALANCE						
		-68,918.00	39,221.06	9,534.16	11,006.50	

MILITARY AVENUE BID
Balance Sheet As of 4/30/2024

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

Assets.....

BUSINESS SAVINGS 1785	0.00	0.00	0.00	0.0
CHECKING #2296	-336.71	3,281.40	-3,618.11	-110.3
MONEY MARKET SAVINGS 2385	185,348.30	170,450.43	14,897.87	8.7
ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.0
MONEY MARKET NEW 5089	0.00	0.00	0.00	0.0
INVESTMENT CD	20,545.80	20,000.00	545.80	2.7
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
UNREPAID 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	213,362.36	201,536.80	11,825.56	5.9

Liabilities.....

ACCOUNTS PAYABLE	0.00	0.00	0.00	0.0
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
WMO Credit Card	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
DIS WH PAYABLE	0.00	0.00	0.00	0.0
FED UNEMPLOYMENT PAYABLE	0.00	0.00	0.00	0.0
DIS 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	0.00	0.00	0.00	0.0

Capital.....

CAPITAL	0.00	0.00	0.00	0.0
RETAINED EARNINGS	142,527.72	142,350.08	177.64	0.1
SUSPENSE	0.00	0.00	0.00	0.0
NET INCOME	70,834.64	59,186.72	11,647.92	19.7
TOTAL CAPITAL	213,362.36	201,536.80	11,825.56	5.9
TOTAL LIAB. & CAPITAL	213,362.36	201,536.80	11,825.56	5.9

MILITARY AVENUE BUSINESS DISTRICT
 Operating Plan Statement
 Period Ending 4/30/2024

	MTD		YTD	
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR
Revenues.....				
BID Assessments	0.00	0.00	104,076.00	103,407.00
Grants-restricted income	0.00	0.00	0.00	0.00
Donations/PARTNERSHIPS	0.00	0.00	0.00	0.00
TOTAL REVENUE	0.00	0.00	104,076.00	103,407.00
Expenses.....				
BID DIRECTOR	6,270.45	5,478.18	16,375.83	27,952.06
Operating				
Insurance and WC Ins.	0.00	0.00	159.00	0.00
Office Supplies	0.00	23.96	212.04	126.81
RENT	0.00	0.00	3,600.00	3,600.00
Computer 3/9/15	0.00	0.00	649.96	649.96
Postage	0.00	0.00	0.00	77.60
Legal/Accounting	386.05	796.58	2,107.23	1,682.53
Training/Education	0.00	8.50	135.14	159.70
PHONE/INTERNET	93.79	93.07	386.23	374.41
Bank Fees	6.40	0.00	6.40	5.00
Total Operating Expenses	6,756.69	6,400.29	22,981.87	33,978.11
Programs.....				
Physical Improvements				
Facade grant program	0.00	0.00	0.00	0.00
Street Planters	0.00	0.00	0.00	0.00
Street Decor	0.00	0.00	2,625.00	1,421.10
Bad Debt Expense	0.00	0.00	0.00	0.00
Business Development				
Business Recruit. Support	0.00	1,680.00	0.00	1,717.97
TRAVEL	0.00	0.00	0.00	0.00
Bus Retension/ Bus Pop-Up	0.00	0.00	0.00	0.00
Marketing				
GATEWAY	80.84	82.02	236.10	304.93
Public amenities	0.00	0.00	0.00	0.00
Events	0.00	759.76	651.97	3,156.40
Audit	0.00	0.00	696.02	0.00
Total Programs	80.84	2,521.78	4,209.09	6,600.40

MILLIARY AVENUE BID
Income Statement
Period Ending 4/30/2024

	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	104,076.00	94.5	103,407.00	92.5
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	2,491.00	94.2	1,785.00	94.4	5,509.00	5.0	8,059.00	7.2
Interest income	152.03	5.8	105.13	5.6	490.87	0.4	382.00	0.3
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	0.00	0.0
TOTAL INCOME	2,643.03	100.0	1,890.13	100.0	110,075.87	100.0	111,848.00	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	2,643.03	100.0	1,890.13	100.0	110,075.87	100.0	111,848.00	100.0
Expenses.....								
Advertising/Marketing	0.00	0.0	1,195.00	63.2	252.59	0.2	3,723.48	3.3
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	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	2.00	0.1	474.42	0.4	2.00	0.0
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	0.00	0.0	77.60	0.1
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	68.97	2.6	157.21	8.3	220.77	0.2	473.70	0.4
Audit	0.00	0.0	0.00	0.0	696.02	0.6	0.00	0.0
Events	0.00	0.0	759.76	40.2	651.97	0.6	3,156.40	2.8
Public amenities	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Grant Expense	5,000.00	189.2	0.00	0.0	5,000.00	4.5	0.00	0.0
Business Recruit. Support	0.00	0.0	1,680.00	88.9	0.00	0.0	1,717.97	1.5
Computer (Maintenance)	0.00	0.0	0.00	0.0	0.00	0.0	131.25	0.1
Insurance and WC Ins.	0.00	0.0	0.00	0.0	159.00	0.1	0.00	0.0
LATE FEES	0.00	0.0	0.00	0.0	0.00	0.0	12.01	0.0
Street Decor	0.00	0.0	0.00	0.0	2,625.00	2.4	1,421.10	1.3
Legal/Accounting	386.05	14.6	796.58	42.1	2,107.23	1.9	1,682.53	1.5
GATEWAY	80.84	3.1	82.02	4.3	236.10	0.2	304.93	0.3
INTEREST	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
RENT	0.00	0.0	0.00	0.0	3,600.00	3.3	3,600.00	3.2
Office Supplies	0.00	0.0	23.96	1.3	212.04	0.2	126.81	0.1
PHONE/INTERNET	93.79	3.5	93.07	4.9	386.23	0.4	374.41	0.3
Planning/Visioning	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Small Tools	0.00	0.0	0.00	0.0	0.00	0.0	0.00	0.0
Bank Fees	6.40	0.2	0.00	0.0	6.40	0.0	5.00	0.0
Website/social media	0.00	0.0	0.00	0.0	72.32	0.1	173.69	0.2

Income Statement
Period Ending 4/30/2024

	MTD				YTD			
	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES	THIS YEAR	% OF SALES	LAST YEAR	% OF SALES
Expenses (continued).....								
WAGES - STAFF	5,824.85	220.4	5,088.88	269.2	15,212.10	13.8	25,965.69	23.2
FICA EXP.	445.60	16.9	389.30	20.6	1,163.73	1.1	1,986.37	1.8
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	0.00	0.0	8.50	0.4	135.14	0.1	159.70	0.1
TOTAL EXPENSES	11,906.50	450.5	10,276.28	543.7	33,221.06	30.2	45,094.64	40.3
OPERATING INCOME	-9,263.47	350.5	-8,386.15	443.7	76,854.81	69.8	66,753.36	59.7
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	5.8	0.00	5.6	0.00	0.4	671.00	0.3
NET INCOME	-9,263.47	350.5	-8,386.15	443.7	76,854.81	69.8	67,424.36	60.3



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

MEETING DATE

May 8, 2024

PREPARED BY

AGENDA ITEM # E.1

Consideration with possible action on the Capital Campaign, with Lisa Vanden Avond.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

May 8, 2024

PREPARED BY

AGENDA ITEM # F.I

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 8, 2024

PREPARED BY

AGENDA ITEM # F.2

Executive Director Update.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None