



# **AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD**

**WEDNESDAY, AUGUST 14, 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. August 14, 2024.
- C. Approval of Minutes.**
  - 1. Approval of the minutes from the May 8, 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.
  - 2. Consideration with possible action on the 2025 Operating Plan.
  - 3. Consideration with possible action on NFL Draft Plans.
  - 4. Consideration with possible action on Planter Boxes Status.
- F. Informational.**
  - 1. City of Green Bay 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.



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

**MEETING DATE**

August 14, 2024

**PREPARED BY**

**AGENDA ITEM # B.1**

August 14, 2024.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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

**MEETING DATE**

August 14, 2024

**PREPARED BY**

**AGENDA ITEM # C.I**

Approval of the minutes from the May 8, 2024 meeting.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Meeting Minutes 05.08.2024



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

**May 8, 2024 at 1:00 PM**

**In Attendance: BID:** Adam Kersten, Dan Burich, Sharon Hack, EJ Dombrowski,  
**MABA:** Keith Zimmerman

**Staff non-voting:** Leah Weycker                      **Guests:** Wendy Townsend, Lisa Vanden Avond

**Absent:** None                      **Excused:** Gary Pond, Jordan Weuve, Brad Jensen, Ralph Jensen

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

**Approval of Agenda.** Sharon *made a motion to approve the agenda, seconded by Dan, motion passed.*

**Secretary's Report. Approval of BID/MABA Minutes:** Sharon *made a motion to approve the BID Minutes, seconded by Dan. Motion passed.*

**Treasurer's Report.** Date needs to be changed for the Excel monthly report. The accounting budget is going over budget. Look at using Quick Books and taking it in-house. Keith's Hair can give a demonstration. Sharon *made a motion to accept the treasurer's report, seconded by Dan, motion passed.*

**Unfinished Business/Open Items:**

None were discussed.

**Regular Business:**

**Capital Campaign Discussion with Lisa Vanden Avond**

Lisa was introduced and gave a brief description of her background and successful capital campaign efforts. Having met with Leah earlier, we discussed possible numbers to attach to the plan. What

dollars are needed in addition to the grant, goals for the project, clarity on branding (name), and other revenue producing activities were discussed. She asked if we move forward with the project if the grant isn't successful. A good capital campaign should have 75-80% of the funds raised before going public with the ASK. Good data and info are helpful for telling the story and securing funding. Trying to buy land vs rent land was discussed and favored.

It was agreed to have the total cost of the project and endowment included. The name of the project should be Year-Round Farmers' Market on Military. Military Avenue, Inc is a non-profit entity to collect the donations.

Leah and Lisa will come up with figures and a brochure to move forward. EJ mentioned Chat GP to consolidate large documents and information.

**City Representative Report, Wendy Townsend:** Wendy gave an early report for the Business Walk that focused on Military Avenue. 48-50 businesses participated in the survey. A majority gave very positive feedback for the area and plans to stay and grow here. A full report will be coming. Some of this can be used in the capital campaign.

Go Big GB is part of the City's efforts to get public feedback for the Comprehensive Plan, a 50 year plan for the City. There are many ways we can participate. Host a workshop for the area, take a survey, or get a tool box. August deadline.

**Executive Director Update:** Out of time

**Adjourn Meeting.** EJ made a motion to adjourn the meeting, seconded by Sharon, motion passed.

Submitted by Leah Weycker: 920-544-9503 [Director@militaryave.org](mailto:Director@militaryave.org)



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

**MEETING DATE**

August 14, 2024

**AGENDA ITEM # D.1**

Consideration with possible action on the Financial Report.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. 07\_2024\_Monthly Budget Report

Military Avenue Business Inc.		31-Jul-24	05 months remaining			
Drafted Oct. 2022		2023 Approved	Activity to date	to Activity last month	Activity this month	Over/Under Budget
<b>Revenue</b>						
301	BID Assessments	108,275.00	104,076.00	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	-10000.00
310	Event Funds/Sponsorships	20,000.00	9,056.28	2976.28	607.00	-10943.72
	310.4 EBT		2,716.00	135.00	690.00	2716.00
380	Interest Income	500.00	1,201.74	143.45	415.42	701.74
311	In-kind contributions		0.00	0.00	0.00	0.00
390	(-) Projected delinquent assessments	-2,166.00	0.00	0.00	0.00	-2166.00
	Carry over per audit/review	2023 Review ADD DATE				
		<b>136,609.00</b>	<b>114,334.02</b>	<b>3,119.73</b>	<b>1022.42</b>	
<b>Total Revenue</b>						
<b>Expenses</b>						
	Personnel		Activity to date	to Activity last month	Activity this month	Over/Under Budget
513	Wages and Staff	58,063.00	25,669.30	0.00	5,171.60	-32,393.70
	PT Grant Funded Mkt Staff +	25,000.00				-25,000.00
251	Taxes/fees 7.65%	6,354.00	2,359.33	0.00	395.62	-3,994.67
525	Training/Education (Dir.)	700.00	135.14	0.00	0.00	-564.86
		<b>90,117.00</b>				
<b>Operating Expenses</b>						
579	Rent	7,200.00	7,200.00	3,600.00	0.00	0.00
555	Insurance and Wkrs Comp Ins	2,600.00	2,633.00	0.00	0.00	33.00
581	Office Supplies	450.00	520.73	7.50	132.45	70.73
531	Office Printer Lease	2,000.00	434.21	155.48	57.96	-1,565.79
561	Legal/Accounting	3,000.00	2,828.27	460.48	77.66	-171.73
533	Audit	1,500.00	696.02	0.00	0.00	-803.98
541	Grant expenses	100.00	9,500.00	1,500.00	1,500.00	9,400.00
510	Dues and Subscriptions	850.00	997.38	148.99	349.99	147.38
523	Postage	100.00	13.60	13.60	0.00	-86.40
596	Bank fees	50.00	6.40	0.00	0.00	-43.60
		<b>17,850.00</b>				
<b>Technology</b>						
549	Computers (+maintenance)	900.00	1,485.08	1,055.00	115.00	585.08
585	Internet/phone	1,500.00	667.92	93.79	94.11	-832.08
		<b>2,400.00</b>				
<b>Direct Program Expenses</b>						
	DESIGN					
519	Façade 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	***Changed to YEAR ROUND FACILITY	600.00	1,002.50	0.00	1,002.50	402.50
557	Street Décor/Banners	6,060.00	2,625.00	0.00	0.00	-3,435.00
571	Gateway	1,800.00	513.69	94.90	94.21	-1,286.31
	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
		<b>60,460.00</b>				
<b>ECONOMIC DEVELOPMENT</b>						
546	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
		<b>11,000.00</b>				
<b>EVENTS</b>						
535	Events	15,000.00	2,324.02	185.80	1,261.30	-12,675.98
535.4	Event/ EBT		537.50	5.80	158.30	
507	Licenses & Fees	200.00	10.00	0.00	0.00	-190.00
		<b>15,200.00</b>				
<b>ORGANIZATION</b>						
501	Marketing/Adv	8,000.00	1,669.45	1,284.58	94.97	-6,330.55
506	Website/Social Media	500.00	677.32	0.00	92.68	177.32
		<b>8,500.00</b>				
<b>OTHER EXPENSE</b>						
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
		<b>0.00</b>				
<b>Total Expenses</b>						
		<b>205,527.00</b>				
<b>BALANCE</b>		-68,918.00	63,968.36	8,600.12	10,440.05	



Report to the  
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**MEETING DATE**

August 14, 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  
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**PREPARED BY**

**AGENDA ITEM # E.2**

Consideration with possible action on the 2025 Operating Plan.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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**PREPARED BY**

**AGENDA ITEM # E.3**

Consideration with possible action on NFL Draft Plans.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



Report to the  
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August 14, 2024

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**AGENDA ITEM # E.4**

Consideration with possible action on Planter Boxes Status.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



Report to the  
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**MEETING DATE**

August 14, 2024

**PREPARED BY**

**AGENDA ITEM # F.1**

City of Green Bay Update.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None