



AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD

WEDNESDAY, FEBRUARY 12, 2025, 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 February 12, 2025 meeting.

C. Approval of Minutes.

1. Approval of the minutes from the September 11, 2024 meeting.

D. Regular Business.

1. Consideration with possible action on approval of financial reports as of January 31, 2025.
2. Consideration with possible action on Military BID Board election of officers and conflict of interest forms.
3. Consideration with possible action on data contract with the City of Green Bay.
4. Consideration with possible action on the Capital Campaign.
5. Consideration with possible action on accounting with QuickBooks.
6. Consideration with possible action on NFL Draft plans and Military Avenue Business Association liquor license application.

E. Informational.

1. City of Green Bay 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

February 12, 2025

PREPARED BY

AGENDA ITEM # B.1

Approval of the agenda for the February 12, 2025 meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # C.1

Approval of the minutes from the September 11, 2024 meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Military Avenue BID Minutes 9.11.2024



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

Sept. 11, 2024, at 1:00 PM

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

MABA: Keith Zimmerman, Jordan Weuve, Brad Jensen

Staff non-voting: Leah Weycker, Alea Mills

Guests: Lisa Vanden Avond, Consultant

Absent: EJ Dombrowski

Excused: Gary Pond,

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

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

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. This report is for the end of August. *Sharon made a motion to accept the treasurer's report, seconded by Dan, motion passed.*

2023 Review/Audit

A copy of the review was sent out in advance. We will carry over 138,064 to the current year's budget. There were no adverse findings.

Motion by Sharon, seconded by Dan to approve the CLA review of the BID funds from 2023. Motion passed unanimously.

Unfinished Business/Open Items:

NFL Draft Plans – new banners with a focus on shopping and eating will be made. Transportation around the city will be researched. A meeting is set with the City and the BIDs next week. More information to come. Wendy said there may be free, NFL banners.

Planter Boxes – nothing new to report here. They look okay this summer but not great. Still need City approval for any plantings in the ROW.

Regular Business:

Capital Campaign Discussion with Lisa Vanden Avond

It is anticipated that we will make a contingent offer on the former Sears lot. There is a lot of interest in the lots. The City has seen full plans for a bank. The Steering Committee has met.

Other topics that came up:

- *Be prepared to field opposition.*
- *Notify the neighborhoods.* As part of the City process, this would be required.
- *Who would own the building and be responsible for it?* Ownership would be different for each location. We would rent back from the City in the case of Murphy Park. We would own the building and all responsibilities if located at the Sears lot.
- *Keith asked for the Board to see projected building costs and expenses plus possible revenue sources.*
- *“Just because something is good to do, doesn’t mean that you have to do it”, Ralph Jensen.*
- *Bathroom security if open to the public.* This would be a requirement of the building design from the City if Murphy Park is used. There are currently public rest rooms at the park. The city would be responsible for these. Wendy said that security is in place as they are currently offered in many parks.
- *Increase in traffic.* Identification of traffic impacts would be part of the City’s approval process.

Operating Plan 2025 Discussion

A short section of the Operating Plan was shared. This is the only section that changes yearly. This was reviewed at the last meeting. The numbers are now updated based on last discussion. The biggest change is adding a FT position.

Sharon made a motion to approve the 2025 Operating Plan, seconded by Ralph, motion carried.

City Representative Report, Wendy Townsend:

There is a Vibrant Spaces grant from WEDC. The City can support one project per city limits.

NFL Draft plans need to go to the City. Possible funding for help with these extra expenses. QR code could drive customers to MA businesses. Brad suggested augmented reality for some family fun. Send the City our wish list and costs.

Executive Director Update: no additional comments.

Adjourn Meeting. Ralph made a motion to adjourn the meeting, seconded by Sharon, 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

February 12, 2025

PREPARED BY

AGENDA ITEM # D.I

Consideration with possible action on approval of financial reports as of January 31, 2025.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Financial Reports 2.12.25

Military Avenue, Inc.

Balance Sheet

As of January 31, 2025

	TOTAL	
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)
ASSETS		
Current Assets		
Bank Accounts		
BID-5483	5,480.01	5,480.01
COD (1) BMO	204,452.65	
COD (2) BMO	250,000.00	
COD 02094 (FCCU)	10,841.13	10,375.08
COD-6908 (BMO)	10,687.21	10,311.07
Market Cash	600.00	
MMA-2385	100,453.71	108,881.46
Operating Checking - 2296	7,098.56	1,774.57
Total Bank Accounts	\$589,613.27	\$136,822.19
Accounts Receivable		
Accounts Receivable (A/R)	400.00	
Total Accounts Receivable	\$400.00	\$0.00
Total Current Assets	\$590,013.27	\$136,822.19
Fixed Assets		
Equipment		
Equipment	3,704.92	3,704.92
Accumulated Depreciation	-1,379.96	-1,379.96
Total Equipment	2,324.96	2,324.96
Total Fixed Assets	\$2,324.96	\$2,324.96
TOTAL ASSETS	\$592,338.23	\$139,147.15
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	3,105.26	
Total Accounts Payable	\$3,105.26	\$0.00
Credit Cards		
Credit Card-9903	2,791.58	66.58
Total Credit Cards	\$2,791.58	\$66.58
Other Current Liabilities		
Direct Deposit Payable	0.00	
Payroll Liabilities		
Federal Taxes (941/943/944)	1,943.60	
WI Income Tax	339.11	
WI SUI Employer	0.00	
Total Payroll Liabilities	2,282.71	
Total Other Current Liabilities	\$2,282.71	\$0.00

Military Avenue, Inc.

Balance Sheet

As of January 31, 2025

	TOTAL	
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)
Total Current Liabilities	\$8,179.55	\$66.58
Total Liabilities	\$8,179.55	\$66.58
Equity		
Opening Balance Equity	-536.61	-536.61
Retained Earnings	596,252.38	151,576.71
Net Income	-11,557.09	-11,959.53
Total Equity	\$584,158.68	\$139,080.57
TOTAL LIABILITIES AND EQUITY	\$592,338.23	\$139,147.15

Military Avenue, Inc.

P & L Compared to Prior Month

January 2025

	TOTAL		
	JAN 2025	DEC 2024 (PP)	JAN 2025 (YTD)
Income			
301 BID Assessments	4,453.00		4,453.00
310 Event Fees and Sponsorships	961.00	2,199.00	961.00
310.4 EBT	1,010.00	2,893.87	1,010.00
Total 310 Event Fees and Sponsorships	1,971.00	5,092.87	1,971.00
380 Interest Income	411.16	2,994.57	411.16
Total Income	\$6,835.16	\$8,087.44	\$6,835.16
GROSS PROFIT	\$6,835.16	\$8,087.44	\$6,835.16
Expenses			
501 Advertising & Marketing & Social Media	165.00	183.68	165.00
504 Street Planters and Medians		9,633.21	
506 Website Expenses & Hosting		114.48	
510 Dues and Subscriptions	445.20	25.00	445.20
513 Staff Wages			
251 Employment Fees and Taxes			
Payroll Expenses	55.55		55.55
Taxes	601.08	469.35	601.08
Wages	7,857.31	7,051.73	7,857.31
Total 251 Employment Fees and Taxes	8,513.94	7,521.08	8,513.94
Total 513 Staff Wages	8,513.94	7,521.08	8,513.94
525 Training/Education			
525.1 Travel	158.12		158.12
Total 525 Training/Education	158.12		158.12
531 Office Printer	90.70	91.05	90.70
535 Events	3,270.56	977.71	3,270.56
535.4 EBT	665.07	220.00	665.07
Total 535 Events	3,935.63	1,197.71	3,935.63
548 Year Round Market Construction	1,500.00		1,500.00
549 Computers/Software	80.00		80.00
555 Insurance	325.00		325.00
557 Street Decor and Banners	1,540.80	2,387.50	1,540.80
561 Legal & Professional Services	560.00	740.00	560.00
561 Accountant	8.17	527.31	8.17
Total 561 Legal & Professional Services	568.17	1,267.31	568.17
571 Gateway Lombardi	75.39	79.33	75.39
579 Rent & Lease	691.12		691.12
581 Office Supplies	112.40	125.45	112.40
585 Phone and Internet	190.78	88.43	190.78
Total Expenses	\$18,392.25	\$22,714.23	\$18,392.25
NET OPERATING INCOME	\$ -11,557.09	\$ -14,626.79	\$ -11,557.09
NET INCOME	\$ -11,557.09	\$ -14,626.79	\$ -11,557.09



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # D.2

Consideration with possible action on Military BID Board election of officers and conflict of interest forms.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # D.3

Consideration with possible action on data contract with the City of Green Bay.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # D.4

Consideration with possible action on the Capital Campaign.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # D.5

Consideration with possible action on accounting with QuickBooks.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # D.6

Consideration with possible action on NFL Draft plans and Military Avenue Business Association liquor license application.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

February 12, 2025

PREPARED BY

AGENDA ITEM # E.1

City of Green Bay update.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None