



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

**WEDNESDAY, MAY 14, 2025, 1:00 PM  
425 S. Military Ave.  
Suite 206**

**A. Roll Call.**

**B. Approval of the Agenda.**

1. Approval of the agenda for the May 14, 2025 meeting.

**C. Approval of Minutes.**

1. Approval of the minutes from the February 12, 2025 meeting.

**D. Approval of Financial Reports.**

1. Approval of the financial reports as of April 30, 2025.

**E. Regular Business.**

1. Consideration with possible action on the Summer Market on Military.
2. Consideration with possible action on the Safety Plan and Office of Violence Prevention.
3. Consideration with possible action on the Market on Military Capital Campaign with Lisa Vanden Avond.
4. Consideration with possible action on planter boxes.
5. Consideration with possible action on the NFL Draft Recap.

**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**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # B.1**

Approval of the agenda for the May 14, 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**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # C.I**

Approval of the minutes from the February 12, 2025 meeting.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Military Ave BID Minutes 2.12.25



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

**February 12, 2025, at 1:00 PM**

**In Attendance: BID:** EJ Dombrowski, Dan Burich, Sharon Hack, Ralph Jensen

**MABA:** Keith Zimmerman, Jordan Weuve, Brad Jensen, Bethe Lane

**Staff non-voting:** Leah Weycker, Alea Mills

**Guests:** Lisa Vanden Avond, Consultant

**Absent:**                    **Excused:** Gary Pond, Adam Kersten,

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

**Approval of Agenda.** Ralph 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.*

Approval of MABA Minutes: *Bethe made a motion to approve the MABA Minutes, seconded by Keith. Motion passed.*

**Treasurer's Report.** This report is for the end of January 2025. There was discussion about accrual vs cash reporting. Leah will investigate how this should be represented in the financial reports for the board. *Sharon made a motion to accept the treasurer's report, seconded by Dan, the motion passed.*

**New Regular Business**

**2025 Slate of BID Officers:**

Sharon made a motion to nominate and approve the current slate of BID officers with Adam at President, EJ at Vice President, Sharon as Secretary, and Dan as Treasurer. Ralph seconded the motion. Motion passed.

## **Placer AI**

The city is asking the four BIDs to share in the cost of this program with a \$2,000 commitment for one year. We have been using it for tracking Market attendance. It will track people coming from and going to other places. In addition, it tracks income levels, education and other data for the people within the count. There are many ways that the city can set up for our use. We should share this access to data with BID businesses to see their needs. Brad asked if people knew they were being tracked. The answer was that cell phones are usually tracked unless they are turned off by the user.

Ralph wants a ROI for the cost of membership and use. *Sharon made a motion to approve this contract with the City, seconded by Dan. For the MAve group, Beth made the same motion to approve, seconded by Keith. Both motions passed.*

## **Unfinished Business/Open Items:**

### **Capital Campaign Discussion with Lisa Vanden Avond**

Lisa talked about the progress made with site layout with Somerville and the City Parks Department. The more details we get, the price of the project is closer to 4.65 million. We are waiting on drafts of the Shared Use agreement and Design, Construction and Dedication agreement. There may need to be an additional rental agreement for our offices located in the building. Meetings will take place soon.

### **Accounting with QuickBooks**

It was asked that this comes back to the Board from last meeting. Included in the packet was information from Mike Hall, the accountant that helped transition the books to QB and from Gary Ponds accountant in Racine, Agnesse. They both outlined steps to create a secure financial reporting system. Leah purchased software from Tech Soup, a discount provider for nonprofits. The cost savings for this change will be substantial and financial reporting on programs will be simplified.

The discussion included concerns about separation of duties and oversight. It was decided that the Military Avenue treasurer will have a packet for monthly review and both board(s) will also see and approve the monthly statements at their meeting times. Military Avenue MABA usually meets monthly. Outside accounting services will be used for accounting tasks as needed.

*Beth made a motion to approve this process, seconded by Jordan, motion passed.*

**City Representative Report, Rebecca Finko:**

The City BID's will be presenting the budget vs actual spending for 2024 to Plan Commission on Monday Feb. 24. This is a yearly obligation.

**Executive Director Update:** no additional comments.

**Adjourn Meeting.** Bethe made a motion to adjourn the meeting, seconded by Jordan, motion passed.

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

# Military Avenue, Inc.

## Balance Sheet

As of April 30, 2025

	TOTAL	
	AS OF APR 30, 2025	AS OF APR 30, 2024 (PY)
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
BID-5483	5,480.01	5,480.01
COD (1) BMO	204,452.65	
COD (2) BMO	252,330.85	
COD 02094 (FCCU)	10,961.46	10,490.61
COD-6908 (BMO)	10,765.39	10,451.83
Market Cash	600.00	
MMA-2385	169,301.97	185,348.30
Operating Checking - 2296	-5,307.69	0.00
<b>Total Bank Accounts</b>	<b>\$648,584.64</b>	<b>\$211,770.75</b>
Accounts Receivable		
Accounts Receivable (A/R)	1,500.00	
<b>Total Accounts Receivable</b>	<b>\$1,500.00</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$650,084.64</b>	<b>\$211,770.75</b>
Fixed Assets		
Equipment		
Equipment	3,704.92	3,704.92
Accumulated Depreciation	-1,379.96	-1,379.96
<b>Total Equipment</b>	<b>2,324.96</b>	<b>2,324.96</b>
<b>Total Fixed Assets</b>	<b>\$2,324.96</b>	<b>\$2,324.96</b>
<b>TOTAL ASSETS</b>	<b>\$652,409.60</b>	<b>\$214,095.71</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	7,112.87	
<b>Total Accounts Payable</b>	<b>\$7,112.87</b>	<b>\$0.00</b>
Credit Cards		
Credit Card-9903	480.32	854.66
<b>Total Credit Cards</b>	<b>\$480.32</b>	<b>\$854.66</b>
Other Current Liabilities		
Direct Deposit Payable	0.00	
Payroll Liabilities		
Federal Taxes (941/943/944)	1,887.73	
WI Income Tax	333.32	
WI SUI Employer	0.00	
<b>Total Payroll Liabilities</b>	<b>2,221.05</b>	
<b>Total Other Current Liabilities</b>	<b>\$2,221.05</b>	<b>\$0.00</b>

# Military Avenue, Inc.

## Balance Sheet

As of April 30, 2025

	TOTAL	
	AS OF APR 30, 2025	AS OF APR 30, 2024 (PY)
<b>Total Current Liabilities</b>	<b>\$9,814.24</b>	<b>\$854.66</b>
<b>Total Liabilities</b>	<b>\$9,814.24</b>	<b>\$854.66</b>
Equity		
Opening Balance Equity	-536.61	-536.61
Retained Earnings	596,257.30	151,576.71
Net Income	46,874.67	62,200.95
<b>Total Equity</b>	<b>\$642,595.36</b>	<b>\$213,241.05</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$652,409.60</b>	<b>\$214,095.71</b>

**Military Avenue, Inc.**  
**P & L Compared to Prior Month**  
 April 2025

	TOTAL		
	APR 2025	MAR 2025 (PP)	JAN - APR, 2025 (YTD)
<b>Income</b>			
301 BID Assessments			104,213.00
310 Event Fees and Sponsorships	14,185.74	2,215.00	18,951.74
310.4 EBT		432.00	2,535.00
<b>Total 310 Event Fees and Sponsorships</b>	<b>14,185.74</b>	<b>2,647.00</b>	<b>21,486.74</b>
380 Interest Income	607.67	370.00	3,947.26
<b>Total Income</b>	<b>\$14,793.41</b>	<b>\$3,017.00</b>	<b>\$129,647.00</b>
<b>GROSS PROFIT</b>	<b>\$14,793.41</b>	<b>\$3,017.00</b>	<b>\$129,647.00</b>
<b>Expenses</b>			
501 Advertising & Marketing & Social Media	5,375.56	450.00	10,145.56
504 Street Planters and Medians	2,400.00		2,400.00
510 Dues and Subscriptions	2,000.00	20.50	2,547.58
513 Staff Wages			
Staff Wages	7,793.62	6,303.51	28,218.02
<b>Total 513 Staff Wages</b>	<b>7,793.62</b>	<b>6,303.51</b>	<b>28,218.02</b>
514 Employment Fees and Taxes			
Taxes	596.22	482.21	2,158.68
<b>Total 514 Employment Fees and Taxes</b>	<b>596.22</b>	<b>482.21</b>	<b>2,158.68</b>
515 Payroll Processing Fees	62.00	55.55	210.10
523 Postage	14.60		14.60
525 Training/Education			40.00
525.1 Travel	145.69	77.55	381.36
525.2 Meals & Entertainment			137.70
<b>Total 525 Training/Education</b>	<b>145.69</b>	<b>77.55</b>	<b>559.06</b>
531 Office Printer	135.70	81.37	445.71
535 Events	3,284.09	419.00	13,337.65
535.4 EBT	190.35	330.85	1,724.89
<b>Total 535 Events</b>	<b>3,474.44</b>	<b>749.85</b>	<b>15,062.54</b>
548 Year Round Market Construction	1,500.00	1,500.00	6,000.00
549 Computers/Software			145.00
555 Insurance	3,565.00	35.00	3,925.00
557 Street Decor and Banners		1,680.00	3,220.80
561 Legal & Professional Services	2,580.00		3,140.00
561 Accountant	200.00		812.79
<b>Total 561 Legal &amp; Professional Services</b>	<b>2,780.00</b>		<b>3,952.79</b>
571 Gateway Lombardi	81.86	81.21	314.64
579 Rent & Lease	691.12	691.12	2,764.48
581 Office Supplies	135.09	34.57	302.34

# Military Avenue, Inc.

## P & L Compared to Prior Month

April 2025

	TOTAL		
	APR 2025	MAR 2025 (PP)	JAN - APR, 2025 (YTD)
585 Phone and Internet	87.65	53.50	385.43
<b>Total Expenses</b>	<b>\$30,838.55</b>	<b>\$12,295.94</b>	<b>\$82,772.33</b>
NET OPERATING INCOME	<b>\$ -16,045.14</b>	<b>\$ -9,278.94</b>	<b>\$46,874.67</b>
NET INCOME	<b>\$ -16,045.14</b>	<b>\$ -9,278.94</b>	<b>\$46,874.67</b>

# Military Avenue, Inc.

## YTD P&L vs. Previous Year

January - April, 2025

	TOTAL	
	JAN - APR, 2025	JAN - APR, 2024 (PY)
Income		
301 BID Assessments	104,213.00	104,076.00
310 Event Fees and Sponsorships	18,951.74	4,086.00
310.4 EBT	2,535.00	1,423.00
<b>Total 310 Event Fees and Sponsorships</b>	<b>21,486.74</b>	<b>5,509.00</b>
380 Interest Income	3,947.26	783.51
<b>Total Income</b>	<b>\$129,647.00</b>	<b>\$110,368.51</b>
GROSS PROFIT	<b>\$129,647.00</b>	<b>\$110,368.51</b>
Expenses		
501 Advertising & Marketing & Social Media	10,145.56	342.31
504 Street Planters and Medians	2,400.00	
506 Website Expenses & Hosting		584.64
510 Dues and Subscriptions	2,547.58	484.76
513 Staff Wages		20,804.45
Staff Wages	28,218.02	
<b>Total 513 Staff Wages</b>	<b>28,218.02</b>	<b>20,804.45</b>
514 Employment Fees and Taxes		1,601.53
Taxes	2,158.68	
<b>Total 514 Employment Fees and Taxes</b>	<b>2,158.68</b>	<b>1,601.53</b>
515 Payroll Processing Fees	210.10	
523 Postage	14.60	
525 Training/Education	40.00	40.00
525.1 Travel	381.36	1.65
525.2 Meals & Entertainment	137.70	
<b>Total 525 Training/Education</b>	<b>559.06</b>	<b>41.65</b>
531 Office Printer	445.71	338.28
533 Audit Review		696.02
535 Events	13,337.65	6,134.27
535.4 EBT	1,724.89	24.10
<b>Total 535 Events</b>	<b>15,062.54</b>	<b>6,158.37</b>
548 Year Round Market Construction	6,000.00	
548.1 Contractors		5,000.00
<b>Total 548 Year Round Market Construction</b>	<b>6,000.00</b>	<b>5,000.00</b>
549 Computers/Software	145.00	176.79
555 Insurance	3,925.00	159.00
557 Street Decor and Banners	3,220.80	4,639.74
561 Legal & Professional Services	3,140.00	200.00
561 Accountant	812.79	2,229.73
<b>Total 561 Legal &amp; Professional Services</b>	<b>3,952.79</b>	<b>2,429.73</b>
571 Gateway Lombardi	314.64	314.56

# Military Avenue, Inc.

## YTD P&L vs. Previous Year

January - April, 2025

	TOTAL	
	JAN - APR, 2025	JAN - APR, 2024 (PY)
579 Rent & Lease	2,764.48	3,600.00
581 Office Supplies	302.34	315.37
585 Phone and Internet	385.43	480.36
<b>Total Expenses</b>	<b>\$82,772.33</b>	<b>\$48,167.56</b>
NET OPERATING INCOME	<b>\$46,874.67</b>	<b>\$62,200.95</b>
NET INCOME	<b>\$46,874.67</b>	<b>\$62,200.95</b>



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

**MEETING DATE**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # E.1**

Consideration with possible action on the Summer Market on Military.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Summer Market on Military Schedule



# 2025 Market on Military

Thursdays  
2PM-7PM

*closes at dusk in the fall*

5-Jun	12-Jun	19-Jun	26-Jun	
3-Jul	10-Jul	17-Jul	24-Jul	31-Jul
7-Aug	14-Aug	21-Aug	28-Aug	
4-Sep	11-Sep	18-Sep	25-Sep	
2-Oct	9-Oct	16-Oct	23-Oct	30-Oct

MILITARY  
Avenue  
BUSINESS DISTRICT

Find us at:

**216 S Military Ave**

In the former Shopko  
parking lot

*We Accept*  
**EBT**

And Double  
Your Bucks!

Locally grown, made,  
created and crafted.

Seasonal selections

[www.MilitaryAve.org](http://www.MilitaryAve.org)





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

**MEETING DATE**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # E.2**

Consideration with possible action on the Safety Plan and Office of Violence Prevention.

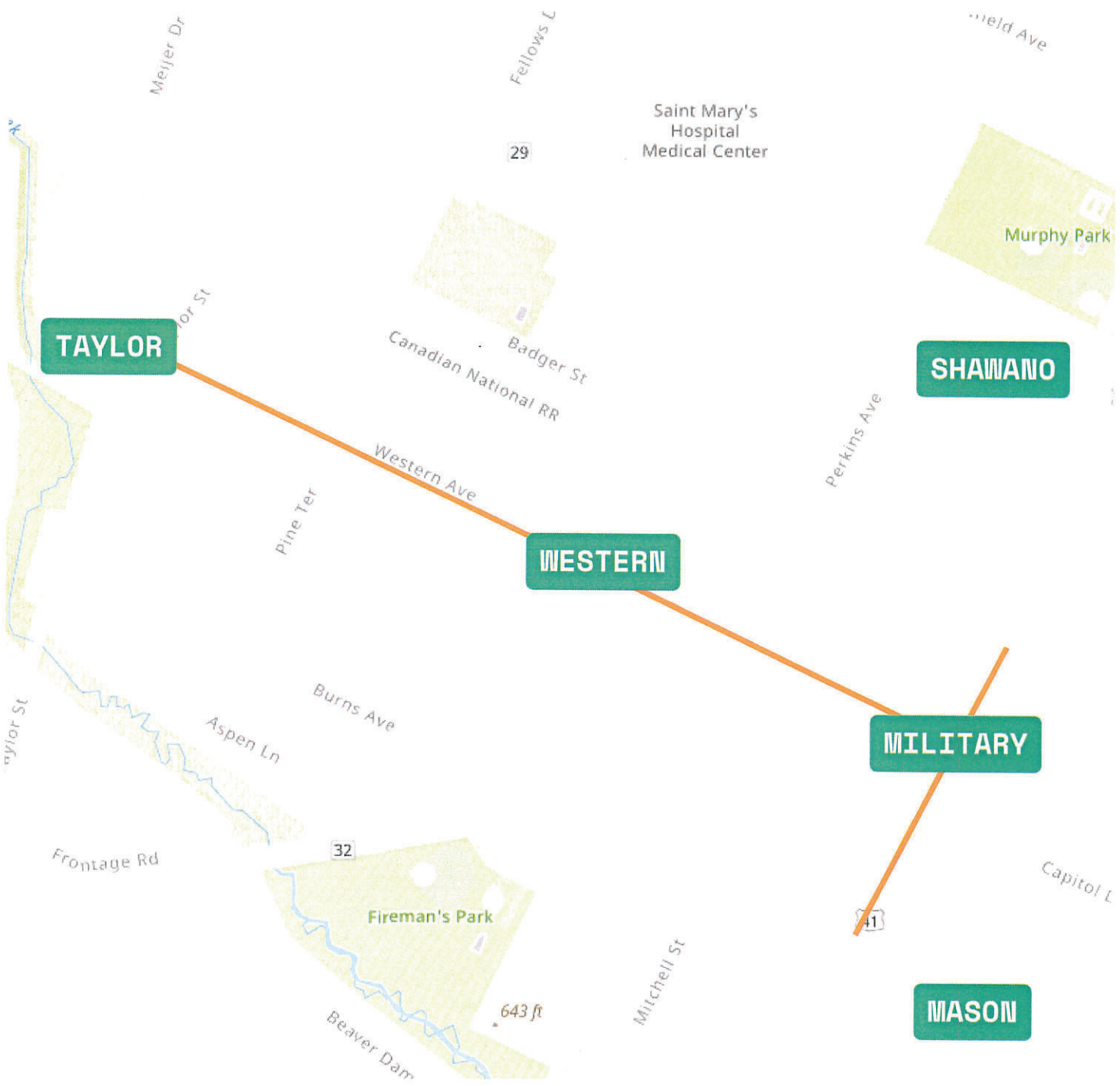
**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Western & Military Community Week



# WESTERN AND MILITARY COMMUNITY WEEK

## JUNE 2025



# OVERVIEW

The City of Green Bay is excited to launch an engaging week of activities in the Western and Military neighborhood, with the goal of strengthening safety and social connection in the area by:

- Engaging with residents and landlords directly through door knocking and neighborhood meetings
- Connecting with businesses located in the area
- Bringing community-based organizations together to create opportunities for connection with neighbors
- Establishing a new neighborhood association
- Coordinating a community campaign which builds on neighborhood strengths and goals for the area

Coordinated by the Office of Violence Prevention as a Mayor's initiative, this weeklong series of events will showcase the various services the City alongside various community organizations can provide to build safe and connected neighborhoods in Green Bay.



## WESTERN AND MILITARY COMMUNITY WEEK

**JUNE 2025**





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

**MEETING DATE**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # E.3**

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

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. Market On Military Campaign Brochure



# MARKET on Military



## Cultivating Connections



### How Can You Help Us Grow?

#### Donate Today to turn this vision into reality!

Your support can make a significant difference in our community's future.

Military Avenue, Inc. is a non-profit organization dedicated to raising funds needed to build the Market on Military at Murphy Park. This is a collaborative effort with the City of Green Bay, and once completed, the structure will be donated to the City. Military Avenue, Inc. will occupy the space. The City will own the structure, ensuring the market becomes a long-term community asset.

*Together, we can create a space where our community can grow, connect, and thrive.*

**Leah Weycker,**  
**Executive Director**  
920-544-9503  
director@MilitaryAve.org  
www.MilitaryAve.org



## Support Our Vision

### A Sustainable Future with a Year-Round Market

Since 2016, Military Avenue, Inc. has been committed to providing access to fresh, local foods, regardless of the season.

Now, we envision a permanent, all-season space at 203 N. Military Ave in Murphy Park that will serve our community snow, rain, or shine.



## Economic Growth on Military Avenue

This state-of-the-art facility will not only provide a permanent home for the Market on Military at Murphy Park, but will also elevate the Military Avenue District, offering a versatile space for:

- Community gatherings
- Public and private events
- Commercial kitchen
- Indoor pickleball

Your support will help create a lasting, vibrant hub for our neighborhood, local farmers, artisans, and families, strengthening our community for years to come.

## Main Project Goals

### Cultivate

a sustainable neighborhood hub and home for the year-round Market on Military ensuring access to fresh, local food year round.

### Empower

entrepreneurs, artisans, and residents while boosting our local economy and area businesses.

### Transform

our area into a dynamic, thriving hub that hosts community events, educational programs, social gatherings, and even pickleball.



## Cost Overview

- **\$4,296,000** cost of building
- **\$675,000** commercial kitchen, permits, fixtures and fees

**TOTAL = \$4,971,000 capital campaign**

## Timeline

- 2025 Construction Phase

## Space to Include

- Est. 13,685 sq. ft. building (9,484 sq. ft. open air room)
- Restrooms accessible from building and park
- Commercial kitchen
- Office and meeting space
- Outdoor picnic area
- Indoor pickleball



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

**MEETING DATE**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # E.4**

Consideration with possible action on planter boxes.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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

**MEETING DATE**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # E.5**

Consideration with possible action on the NFL Draft Recap.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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

**MEETING DATE**

May 14, 2025

**PREPARED BY**

**AGENDA ITEM # F.1**

City of Green Bay update.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None