



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

**WEDNESDAY, AUGUST 13, 2025, 1:00 PM**

**425 S. Military Ave.**

**Suite 206**

**In Person or Virtual via Zoom as needed**

**A. Roll Call.**

1. Members: Dan Burich, Eric Dombrowski, Sharon Hack, Ralph Jensen, Adam Kersten

**B. Approval of the Agenda.**

1. Approval of the agenda for the Wednesday, August 13, 2025, meeting of the Military Avenue Business Improvement District Board.

**C. Approval of Minutes.**

1. Approval of the minutes from the May 14, 2025 meeting.

**D. Approval of Financial Reports.**

1. Approval of the financial reports as of July 31, 2025.

**E. Regular Business.**

1. Consideration with possible action on the Market on Military Capital Campaign discussion with Lisa Vanden Avond.
2. Consideration with possible action on the next steps for the Year-Round Market on Military.
3. Consideration with possible action on the Operating Plan for 2026.
4. Consideration with possible action on planter boxes.

**F. Informational.**

1. City of Green Bay Update.

2. Director's Report.
3. Next Meeting.

**G. Adjournment.**

1. Adjournment of the Wednesday, August 13, 2025, meeting of the Military Avenue Business Improvement District Board.

- 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 13, 2025

**PREPARED BY**

**AGENDA ITEM # C.1**

Approval of the minutes from the May 14, 2025 meeting.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

- I. MABA BID Minutes 5.14.25



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

**May 14, 2025, at 1:00 PM**

**In Attendance:**

**BID:** Dan Burich, Sharon Hack, Ralph Jensen

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

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

**Guests:** Rebecca Fink, Green Bay, Lisa Vanden

Avond, Consultant, Zak Bauer, Bauer Insurance Agency

**Absent:**

**Excused:** Adam Kersten, EJ Dombrowski,

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

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

**Secretary's Report.** Approval of BID/MABA Minutes: *Ralph 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 Jordan. Motion passed.*

**Treasurer's Report.** This report is for the end of April 2025. *Ralph made a motion to accept the treasurer's report, seconded by Dan, the motion passed.* Ralph had questions about the Draft, but bills are still coming in.

**New Regular Business**

**Summer Market** starts on June 5<sup>th</sup>. HJ Martin will allow us to use the old Shopko space again. Alea said we are still looking for sponsors. We have 50-60 vendors, some daily and some for the whole season.

**Safety Plan and Office of Violence Prevention** OVP will be hosting activities with a focus on Western Avenue. June 9<sup>th</sup> – 13<sup>th</sup>. A series of initiatives in the parking lot by HJ Martin. (Neighbor party, business walk, etc.)

This area is the focus due to Green Bay's low crime levels, but this area has seen the majority. One thing we can do as a prevention method is promoting cameras in the area with a focus on covering the whole district. Image retention and rules could be established to participate in our efforts. Gary will help to investigate how this could be done. Leah will share information with the area businesses.

**Unfinished Business/Open Items:**

**Capital Campaign Discussion with Lisa Vanden Avond**

Lisa talked about the neighborhood meeting success. People seem very interested in an indoor Pickleball possibility and use by wheelchair players. A new brochure was passed around. Proposed contracts are getting closer, and Leah will share them with an attorney to review. The Park Department meeting tonight will answer more questions and get us one step closer to preliminary approvals.

**Planter Boxes** Will (Wild Inspired Landscaping) and Kaurie (City of GB) put in perennial plants for the Draft and we plan to add annuals for the summer. It is too early to plant currently. Schroders may be our best option for planting and watering all summer.

**NFL Draft Recap** It was very slow for the large number of people that attended the event. This was seen all over Military Avenue and other areas of the city. Parking lots and street parking were easily accessible and some went unused. Our food trucks that stayed open after the Draft were the most successful. The event was overhyped to the point that people stayed away from their regular activities around town. The NFL added Brad Pasiley one week earlier and it overlapped the big downtown concerts. It was a difficult event to plan with such late details.

**City Representative Report, Rebecca Finko:** Energy efficiency.

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

**Adjourn Meeting.** Ralph made a motion to adjourn BID, seconded by Dan, the motion passed. Bethe made a motion to adjourn MABA 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 July 31, 2025

	TOTAL	
	AS OF JUL 31, 2025	AS OF JUL 31, 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)	11,079.79	10,606.16
COD-6908 (BMO)	10,765.39	10,529.14
Market Cash	600.00	
MMA-2385	137,718.26	154,268.23
Operating Checking - 2296	6,234.29	7,283.01
<b>Total Bank Accounts</b>	<b>\$628,661.24</b>	<b>\$188,166.55</b>
Accounts Receivable		
Accounts Receivable (A/R)	0.00	
<b>Total Accounts Receivable</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$628,661.24</b>	<b>\$188,166.55</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>\$630,986.20</b>	<b>\$190,491.51</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	62.95	
<b>Total Accounts Payable</b>	<b>\$62.95</b>	<b>\$0.00</b>
Credit Cards		
Credit Card-9903	476.25	728.18
<b>Total Credit Cards</b>	<b>\$476.25</b>	<b>\$728.18</b>
Other Current Liabilities		
Direct Deposit Payable	0.00	
Payroll Liabilities		
Federal Taxes (941/943/944)	0.00	
WI Income Tax	0.00	
WI SUI Employer	0.00	
<b>Total Payroll Liabilities</b>	<b>0.00</b>	
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>	<b>\$0.00</b>

# Military Avenue, Inc.

## Balance Sheet

As of July 31, 2025

	TOTAL	
	AS OF JUL 31, 2025	AS OF JUL 31, 2024 (PY)
<b>Total Current Liabilities</b>	<b>\$539.20</b>	<b>\$728.18</b>
<b>Total Liabilities</b>	<b>\$539.20</b>	<b>\$728.18</b>
Equity		
Opening Balance Equity	-536.61	-536.61
Retained Earnings	596,257.30	151,576.71
Net Income	34,726.31	38,723.23
<b>Total Equity</b>	<b>\$630,447.00</b>	<b>\$189,763.33</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$630,986.20</b>	<b>\$190,491.51</b>

# Military Avenue, Inc.

## YTD P&L vs. Previous Year

January - July, 2025

	TOTAL	
	JAN - JUL, 2025	JAN - JUL, 2024 (PY)
Income		
301 BID Assessments	104,213.00	104,076.00
302 Donations	20,000.00	
310 Event Fees and Sponsorships	35,242.99	7,400.00
310.4 EBT	5,168.00	2,826.00
<b>Total 310 Event Fees and Sponsorships</b>	<b>40,410.99</b>	<b>10,226.00</b>
380 Interest Income	5,125.40	1,687.24
<b>Total Income</b>	<b>\$169,749.39</b>	<b>\$115,989.24</b>
GROSS PROFIT	<b>\$169,749.39</b>	<b>\$115,989.24</b>
Expenses		
501 Advertising & Marketing & Social Media	10,542.13	1,774.83
504 Street Planters and Medians	4,380.00	
506 Website Expenses & Hosting	300.00	677.32
510 Dues and Subscriptions	3,424.45	995.73
513 Staff Wages		30,840.90
Staff Wages	49,526.01	
<b>Total 513 Staff Wages</b>	<b>49,526.01</b>	<b>30,840.90</b>
514 Employment Fees and Taxes		2,369.31
Taxes	3,788.74	
<b>Total 514 Employment Fees and Taxes</b>	<b>3,788.74</b>	<b>2,369.31</b>
515 Payroll Processing Fees	397.10	
523 Postage	102.20	
525 Training/Education	40.00	142.00
525.1 Travel	339.42	1.65
525.2 Meals & Entertainment	137.70	
<b>Total 525 Training/Education</b>	<b>517.12</b>	<b>143.65</b>
531 Office Printer	810.63	525.45
533 Audit Review		696.02
535 Events	27,520.23	7,642.27
535.4 EBT	3,867.36	68.90
<b>Total 535 Events</b>	<b>31,387.59</b>	<b>7,711.17</b>
548 Year Round Market Construction	10,900.00	5,350.00
548.1 Contractors		5,000.00
<b>Total 548 Year Round Market Construction</b>	<b>10,900.00</b>	<b>10,350.00</b>
549 Computers/Software	314.99	1,541.79
555 Insurance	3,925.00	2,633.00
557 Street Decor and Banners	3,220.80	4,639.74
561 Legal & Professional Services	3,140.00	200.00
561 Accountant	1,192.79	3,141.51
<b>Total 561 Legal &amp; Professional Services</b>	<b>4,332.79</b>	<b>3,341.51</b>

# Military Avenue, Inc.

## YTD P&L vs. Previous Year

January - July, 2025

	TOTAL	
	JAN - JUL, 2025	JAN - JUL, 2024 (PY)
571 Gateway Lombardi	605.13	705.18
579 Rent & Lease	4,837.84	7,200.00
581 Office Supplies	473.59	358.36
585 Phone and Internet	854.82	762.05
596 Bank Charges & Fees	382.15	
<b>Total Expenses</b>	<b>\$135,023.08</b>	<b>\$77,266.01</b>
NET OPERATING INCOME	<b>\$34,726.31</b>	<b>\$38,723.23</b>
NET INCOME	<b>\$34,726.31</b>	<b>\$38,723.23</b>

# Military Avenue, Inc.

## YTD Budget vs. Actual

January - December 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
301 BID Assessments	104,213.00	109,714.00	-5,501.00	94.99 %
302 Donations	20,000.00		20,000.00	
303 Grants Restricted Revenue		20,000.00	-20,000.00	
310 Event Fees and Sponsorships	35,272.99	20,000.00	15,272.99	176.36 %
310.4 EBT	5,239.00		5,239.00	
<b>Total 310 Event Fees and Sponsorships</b>	<b>40,511.99</b>	<b>20,000.00</b>	<b>20,511.99</b>	<b>202.56 %</b>
380 Interest Income	5,125.40	1,500.00	3,625.40	341.69 %
<b>Total Income</b>	<b>\$169,850.39</b>	<b>\$151,214.00</b>	<b>\$18,636.39</b>	<b>112.32 %</b>
<b>GROSS PROFIT</b>	<b>\$169,850.39</b>	<b>\$151,214.00</b>	<b>\$18,636.39</b>	<b>112.32 %</b>
<b>Expenses</b>				
501 Advertising & Marketing & Social Media	10,542.13	8,000.00	2,542.13	131.78 %
504 Street Planters and Medians	4,380.00	12,000.00	-7,620.00	36.50 %
506 Website Expenses & Hosting	300.00	800.00	-500.00	37.50 %
507 Licenses and Fees		100.00	-100.00	
510 Dues and Subscriptions	3,424.45	1,500.00	1,924.45	228.30 %
513 Staff Wages		0.00	0.00	
Staff Wages	53,046.01	100,000.00	-46,953.99	53.05 %
<b>Total 513 Staff Wages</b>	<b>53,046.01</b>	<b>100,000.00</b>	<b>-46,953.99</b>	<b>53.05 %</b>
514 Employment Fees and Taxes		0.00	0.00	
Taxes	4,058.02	6,885.00	-2,826.98	58.94 %
<b>Total 514 Employment Fees and Taxes</b>	<b>4,058.02</b>	<b>6,885.00</b>	<b>-2,826.98</b>	<b>58.94 %</b>
515 Payroll Processing Fees	513.09		513.09	
523 Postage	102.20	100.00	2.20	102.20 %
525 Training/Education	40.00	700.00	-660.00	5.71 %
525.1 Travel	339.42		339.42	
525.2 Meals & Entertainment	137.70		137.70	
<b>Total 525 Training/Education</b>	<b>517.12</b>	<b>700.00</b>	<b>-182.88</b>	<b>73.87 %</b>
531 Office Printer	810.63	2,000.00	-1,189.37	40.53 %
533 Audit Review		1,500.00	-1,500.00	
535 Events	27,520.23	35,000.00	-7,479.77	78.63 %
535.4 EBT	3,894.42		3,894.42	
<b>Total 535 Events</b>	<b>31,414.65</b>	<b>35,000.00</b>	<b>-3,585.35</b>	<b>89.76 %</b>
541 Grant Expenses		150.00	-150.00	
546 Economic Development		1,000.00	-1,000.00	
548 Year Round Market Construction	10,900.00	15,000.00	-4,100.00	72.67 %
549 Computers/Software	314.99	900.00	-585.01	35.00 %
555 Insurance	3,925.00	2,800.00	1,125.00	140.18 %
557 Street Decor and Banners	3,220.80	6,060.00	-2,839.20	53.15 %
561 Legal & Professional Services	3,140.00	3,000.00	140.00	104.67 %
561 Accountant	1,192.79		1,192.79	
<b>Total 561 Legal &amp; Professional Services</b>	<b>4,332.79</b>	<b>3,000.00</b>	<b>1,332.79</b>	<b>144.43 %</b>

# Military Avenue, Inc.

## YTD Budget vs. Actual

January - December 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
571 Gateway Lombardi	605.13	1,800.00	-1,194.87	33.62 %
579 Rent & Lease	5,528.96	7,560.00	-2,031.04	73.13 %
581 Office Supplies	473.59	500.00	-26.41	94.72 %
585 Phone and Internet	854.82	1,500.00	-645.18	56.99 %
596 Bank Charges & Fees	382.15	50.00	332.15	764.30 %
<b>Total Expenses</b>	<b>\$139,646.53</b>	<b>\$208,905.00</b>	<b>\$ -69,258.47</b>	<b>66.85 %</b>
NET OPERATING INCOME	<b>\$30,203.86</b>	<b>\$ -57,691.00</b>	<b>\$87,894.86</b>	<b>-52.35 %</b>
NET INCOME	<b>\$30,203.86</b>	<b>\$ -57,691.00</b>	<b>\$87,894.86</b>	<b>-52.35 %</b>

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

	TOTAL		
	JUL 2025	JUN 2025 (PP)	JAN - JUL, 2025 (YTD)
<b>Income</b>			
301 BID Assessments			104,213.00
302 Donations	20,000.00		20,000.00
310 Event Fees and Sponsorships	840.00	3,703.00	35,242.99
310.4 EBT	1,084.00	223.00	5,168.00
<b>Total 310 Event Fees and Sponsorships</b>	<b>1,924.00</b>	<b>3,926.00</b>	<b>40,410.99</b>
380 Interest Income	458.58	341.33	5,125.40
<b>Total Income</b>	<b>\$22,382.58</b>	<b>\$4,267.33</b>	<b>\$169,749.39</b>
<b>GROSS PROFIT</b>	<b>\$22,382.58</b>	<b>\$4,267.33</b>	<b>\$169,749.39</b>
<b>Expenses</b>			
501 Advertising & Marketing & Social Media	123.00	125.00	10,542.13
504 Street Planters and Medians	1,490.00		4,380.00
506 Website Expenses & Hosting		300.00	300.00
510 Dues and Subscriptions	153.87	723.00	3,424.45
513 Staff Wages			
Staff Wages	6,752.17	6,775.07	49,526.01
<b>Total 513 Staff Wages</b>	<b>6,752.17</b>	<b>6,775.07</b>	<b>49,526.01</b>
514 Employment Fees and Taxes			
Taxes	516.54	518.30	3,788.74
<b>Total 514 Employment Fees and Taxes</b>	<b>516.54</b>	<b>518.30</b>	<b>3,788.74</b>
515 Payroll Processing Fees	63.00	62.00	397.10
523 Postage			102.20
525 Training/Education			40.00
525.1 Travel			339.42
525.2 Meals & Entertainment			137.70
<b>Total 525 Training/Education</b>			<b>517.12</b>
531 Office Printer	106.05	196.45	810.63
535 Events	738.66	5,710.92	27,520.23
535.4 EBT	886.54	113.71	3,867.36
<b>Total 535 Events</b>	<b>1,625.20</b>	<b>5,824.63</b>	<b>31,387.59</b>
548 Year Round Market Construction	1,900.00	1,500.00	10,900.00
549 Computers/Software	169.99		314.99
555 Insurance			3,925.00
557 Street Decor and Banners			3,220.80
561 Legal & Professional Services			3,140.00
561 Accountant		100.00	1,192.79
<b>Total 561 Legal &amp; Professional Services</b>		<b>100.00</b>	<b>4,332.79</b>
571 Gateway Lombardi	101.74	94.17	605.13
579 Rent & Lease	691.12	691.12	4,837.84
581 Office Supplies	39.73	87.48	473.59

# Military Avenue, Inc.

## P & L Compared to Prior Month

July 2025

	TOTAL		
	JUL 2025	JUN 2025 (PP)	JAN - JUL, 2025 (YTD)
585 Phone and Internet		263.97	854.82
596 Bank Charges & Fees	35.00	35.00	382.15
<b>Total Expenses</b>	<b>\$13,767.41</b>	<b>\$17,296.19</b>	<b>\$135,023.08</b>
NET OPERATING INCOME	<b>\$8,615.17</b>	<b>\$ -13,028.86</b>	<b>\$34,726.31</b>
NET INCOME	<b>\$8,615.17</b>	<b>\$ -13,028.86</b>	<b>\$34,726.31</b>



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

**MEETING DATE**

August 13, 2025

**PREPARED BY**

**AGENDA ITEM # E.1**

Consideration with possible action on the Market on Military Capital Campaign discussion 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**

August 13, 2025

**PREPARED BY**

**AGENDA ITEM # E.2**

Consideration with possible action on the next steps for the Year-Round Market on Military.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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

**MEETING DATE**

August 13, 2025

**PREPARED BY**

**AGENDA ITEM # E.3**

Consideration with possible action on the Operating Plan for 2026.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None



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

**MEETING DATE**

August 13, 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**

August 13, 2025

**PREPARED BY**

**AGENDA ITEM # F.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**

August 13, 2025

**PREPARED BY**

**AGENDA ITEM # F.2**

Director's Report.

**BACKGROUND**

**RECOMMENDATION**

**FISCAL IMPACT**

**ATTACHMENTS**

None