



AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD

WEDNESDAY, SEPTEMBER 10, 2025, 1:00 PM
425 S. Military Ave.
Suite 206
In Person or Virtual via Zoom as needed

A. Roll Call.

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

B. Approval of the Agenda.

1. Approval of the agenda for the Wednesday, September 10, 2025, meeting of the Military Avenue Business Improvement District Board.

C. Approval of Minutes.

1. Approval of the minutes from the August 13, 2025 meeting.

D. Approval of Financial Reports.

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

E. Regular Business.

1. Consideration with possible action on the 2026 Operating Plan.
2. Consideration with possible action on the Camera Security Program.

F. Informational.

1. City of Green Bay update.
2. Director's report.
3. 2026 BID Board of Directors and Officers.
4. Next Meeting

G. Adjournment.

I. Adjournment of the Wednesday, September 10, 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

September 10, 2025

PREPARED BY

AGENDA ITEM # C.1

Approval of the minutes from the August 13, 2025 meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Minutes 8.13.2025



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

August 13, 2025, at 1:00 PM

In Attendance:

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

MABA: Keith Zimmerman, Jordan Weuve, Brad Jensen, Bethe Lane (online), Gary Pond,

Staff non-voting: Leah Weycker, Alea Mills

Guests: Rebecca Fink, Green Bay, Lisa Vanden

Avond (online), Consultant, Zak Bauer, Bauer Insurance Agency

Absent: EJ Dombrowski

Excused:

Call to Order and Welcome. Sharon called the meeting to order until Adam arrived.

Approval of Agenda. Ralph made a motion to approve the agenda with the addition of an update from Gary about the security camera project, seconded by Dan. Motion carried.

Secretary's Report. Approval of BID Minutes from May 14: *Dan made a motion to approve the BID Minutes, seconded by Ralph. Motion passed.*

Treasurer's Report. This report is for the end of July 2025. They want to see the building donations moved off the budget and P&L and only show on the Balance Sheet. Leah said the auditor still has not addressed any of the questions about how to handle the building donation since the "review" was started in February. Ralph wants to see the CD's in one line and address interest. Nothing on the income statement. *Ralph made a motion to accept the treasurer's report, seconded by Dan, the motion passed.* *Leah should forward the support letter for the building from the Parks Department Director.

Unfinished Business/Open Items:

Gary has been working on a security camera, crime deterrent project. There are no government regulations for cameras in a supposed public area. Careful pointing for residential or private areas should be noted. Janesville and Menasha are both doing a similar program. Neither of Gary's calls have

been returned. Our Beat Cops were supportive and gave some suggestions. More work will be done after meeting with a security company (Boss) next week.

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.

New Regular Business

Operating Plan 2026

We reviewed the needed changes to the Operating Plan for 2026. The plans will determine the budget. What do we want to do? With two PT staff people, Leah should have laser focus on the building. Prioritize this way: 1. building being a priority, 2. the camera security pilot program, 3. Move 10,000 to staff for keeping two part-time and one full-time staff.

City Representative Report, Rebecca Finko: Rebecca had to leave as the meeting went overtime. She handed out data for the Western Avenue project and business walk. This will be revisited.

Executive Director Update: no additional comments.

Adjourn Meeting. Dan made a motion to adjourn BID, seconded by Ralph, the 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

September 10, 2025

AGENDA ITEM # D.I

Approval of the financial reports as of August 31, 2025.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Financial Reports 9.10.25

Military Avenue, Inc.

YTD Budget vs. Actual

January - December 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
301 BID Assessments	104,213.00	109,714.00	-5,501.00	94.99 %
303 Grants Restricted Revenue	20,000.00	20,000.00	0.00	100.00 %
310 Event Fees and Sponsorships	36,557.99	20,000.00	16,557.99	182.79 %
310.4 EBT	6,284.00		6,284.00	
Total 310 Event Fees and Sponsorships	42,841.99	20,000.00	22,841.99	214.21 %
380 Interest Income	3,125.65	1,500.00	1,625.65	208.38 %
Total Income	\$170,180.64	\$151,214.00	\$18,966.64	112.54 %
GROSS PROFIT	\$170,180.64	\$151,214.00	\$18,966.64	112.54 %
Expenses				
501 Advertising & Marketing & Social Media	12,037.25	8,000.00	4,037.25	150.47 %
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	275.00	100.00	175.00	275.00 %
510 Dues and Subscriptions	3,434.44	1,500.00	1,934.44	228.96 %
513 Staff Wages		0.00	0.00	
Staff Wages	61,635.73	100,000.00	-38,364.27	61.64 %
Total 513 Staff Wages	61,635.73	100,000.00	-38,364.27	61.64 %
514 Employment Fees and Taxes		0.00	0.00	
Taxes	4,715.14	6,885.00	-2,169.86	68.48 %
Total 514 Employment Fees and Taxes	4,715.14	6,885.00	-2,169.86	68.48 %
515 Payroll Processing Fees	696.58		696.58	
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	217.40		217.40	
Total 525 Training/Education	596.82	700.00	-103.18	85.26 %
531 Office Printer	856.68	2,000.00	-1,143.32	42.83 %
533 Audit Review	871.00	1,500.00	-629.00	58.07 %
535 Events	27,440.76	35,000.00	-7,559.24	78.40 %
535.4 EBT	5,219.87		5,219.87	
Total 535 Events	32,660.63	35,000.00	-2,339.37	93.32 %
541 Grant Expenses		150.00	-150.00	
546 Economic Development		1,000.00	-1,000.00	
548 Year Round Market Construction	12,400.00	15,000.00	-2,600.00	82.67 %
549 Computers/Software	1,464.99	900.00	564.99	162.78 %
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	2,580.00	3,000.00	-420.00	86.00 %
561 Accountant	1,752.79		1,752.79	
Total 561 Legal & Professional Services	4,332.79	3,000.00	1,332.79	144.43 %
571 Gateway Lombardi	695.98	1,800.00	-1,104.02	38.67 %

Military Avenue, Inc.

YTD Budget vs. Actual

January - December 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
579 Rent & Lease	6,220.08	7,560.00	-1,339.92	82.28 %
581 Office Supplies	536.85	500.00	36.85	107.37 %
585 Phone and Internet	917.96	1,500.00	-582.04	61.20 %
596 Bank Charges & Fees	382.15	50.00	332.15	764.30 %
Total Expenses	\$156,658.07	\$208,905.00	\$ -52,246.93	74.99 %
NET OPERATING INCOME	\$13,522.57	\$ -57,691.00	\$71,213.57	-23.44 %
NET INCOME	\$13,522.57	\$ -57,691.00	\$71,213.57	-23.44 %

Military Avenue, Inc.

Balance Sheet

As of August 31, 2025

	TOTAL	
	AS OF AUG 31, 2025	AS OF AUG 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	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	126,573.06	145,947.65
North Shore COD (5167)	252,052.00	
Operating Checking - 2296	5,700.37	2,498.61
Total Bank Accounts	\$869,034.12	\$175,061.57
Accounts Receivable		
Accounts Receivable (A/R)	0.00	
Total Accounts Receivable	\$0.00	\$0.00
Total Current Assets	\$869,034.12	\$175,061.57
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	\$871,359.08	\$177,386.53
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	2,139.95	
Total Accounts Payable	\$2,139.95	\$0.00
Credit Cards		
Credit Card-9903	269.88	149.75
Total Credit Cards	\$269.88	\$149.75
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	
Total Payroll Liabilities	0.00	

Military Avenue, Inc.

Balance Sheet

As of August 31, 2025

	TOTAL	
	AS OF AUG 31, 2025	AS OF AUG 31, 2024 (PY)
Total Other Current Liabilities	\$0.00	\$0.00
Total Current Liabilities	\$2,409.83	\$149.75
Total Liabilities	\$2,409.83	\$149.75
Equity		
Building Restricted Funds	709,398.00	
Opening Balance Equity	-536.61	-536.61
Retained Earnings	141,091.15	151,576.71
Net Income	18,996.71	26,196.68
Total Equity	\$868,949.25	\$177,236.78
TOTAL LIABILITIES AND EQUITY	\$871,359.08	\$177,386.53

Military Avenue, Inc.

YTD P&L vs. Previous Year

January - August, 2025

	TOTAL	
	JAN - AUG, 2025	JAN - AUG, 2024 (PY)
Income		
301 BID Assessments	104,213.00	104,076.00
303 Grants Restricted Revenue	20,000.00	
310 Event Fees and Sponsorships	35,917.99	8,104.00
310.4 EBT	5,830.00	3,533.00
Total 310 Event Fees and Sponsorships	41,747.99	11,637.00
380 Interest Income	3,125.65	2,076.76
Total Income	\$169,086.64	\$117,789.76
GROSS PROFIT	\$169,086.64	\$117,789.76
Expenses		
501 Advertising & Marketing & Social Media	10,829.25	1,776.12
504 Street Planters and Medians	4,380.00	
506 Website Expenses & Hosting	300.00	677.32
507 Licenses and Fees	275.00	
510 Dues and Subscriptions	3,434.44	995.73
513 Staff Wages		41,863.40
Staff Wages	57,413.97	
Total 513 Staff Wages	57,413.97	41,863.40
514 Employment Fees and Taxes		3,212.53
Taxes	4,392.18	
Total 514 Employment Fees and Taxes	4,392.18	3,212.53
515 Payroll Processing Fees	582.59	
523 Postage	102.20	
525 Training/Education	40.00	142.00
525.1 Travel	339.42	1.65
525.2 Meals & Entertainment	217.40	
Total 525 Training/Education	596.82	143.65
531 Office Printer	866.68	749.65
533 Audit Review	871.00	696.02
535 Events	27,690.76	9,348.27
535.4 EBT	4,947.42	79.80
Total 535 Events	32,638.18	9,428.07
548 Year Round Market Construction	12,400.00	5,472.87
548.1 Contractors		5,000.00
Total 548 Year Round Market Construction	12,400.00	10,472.87
549 Computers/Software	1,464.99	1,541.79
555 Insurance	3,925.00	2,633.00
557 Street Decor and Banners	3,220.80	4,639.74

Military Avenue, Inc.

YTD P&L vs. Previous Year

January - August, 2025

	TOTAL	
	JAN - AUG, 2025	JAN - AUG, 2024 (PY)
561 Legal & Professional Services	2,580.00	200.00
561 Accountant	1,752.79	3,339.12
Total 561 Legal & Professional Services	4,332.79	3,539.12
571 Gateway Lombardi	695.98	802.05
579 Rent & Lease	5,528.96	7,200.00
581 Office Supplies	536.85	365.86
585 Phone and Internet	920.10	856.16
596 Bank Charges & Fees	382.15	
Total Expenses	\$150,089.93	\$91,593.08
NET OPERATING INCOME	\$18,996.71	\$26,196.68
NET INCOME	\$18,996.71	\$26,196.68

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

	TOTAL		
	AUG 2025	JUL 2025 (PP)	JAN - AUG, 2025 (YTD)
Income			
301 BID Assessments			104,213.00
303 Grants Restricted Revenue		20,000.00	20,000.00
310 Event Fees and Sponsorships	1,020.00	840.00	35,917.99
310.4 EBT	911.00	1,084.00	5,830.00
Total 310 Event Fees and Sponsorships	1,931.00	1,924.00	41,747.99
380 Interest Income	331.10	458.58	3,125.65
Total Income	\$2,262.10	\$22,382.58	\$169,086.64
GROSS PROFIT	\$2,262.10	\$22,382.58	\$169,086.64
Expenses			
501 Advertising & Marketing & Social Media	302.12	123.00	10,829.25
504 Street Planters and Medians		1,490.00	4,380.00
506 Website Expenses & Hosting			300.00
507 Licenses and Fees	275.00		275.00
510 Dues and Subscriptions	9.99	153.87	3,434.44
513 Staff Wages			
Staff Wages	7,887.96	6,752.17	57,413.97
Total 513 Staff Wages	7,887.96	6,752.17	57,413.97
514 Employment Fees and Taxes			
Taxes	603.44	516.54	4,392.18
Total 514 Employment Fees and Taxes	603.44	516.54	4,392.18
515 Payroll Processing Fees	185.49	63.00	582.59
523 Postage			102.20
525 Training/Education			40.00
525.1 Travel			339.42
525.2 Meals & Entertainment	79.70		217.40
Total 525 Training/Education	79.70		596.82
531 Office Printer	56.05	106.05	866.68
533 Audit Review	871.00		871.00
535 Events	170.53	738.66	27,690.76
535.4 EBT	1,378.06	886.54	4,947.42
Total 535 Events	1,548.59	1,625.20	32,638.18
548 Year Round Market Construction	1,500.00	1,900.00	12,400.00
549 Computers/Software	1,150.00	169.99	1,464.99
555 Insurance			3,925.00
557 Street Decor and Banners			3,220.80
561 Legal & Professional Services			2,580.00
561 Accountant			1,752.79
Total 561 Legal & Professional Services			4,332.79
571 Gateway Lombardi	90.85	101.74	695.98

Military Avenue, Inc.

P & L Compared to Prior Month

August 2025

	TOTAL		
	AUG 2025	JUL 2025 (PP)	JAN - AUG, 2025 (YTD)
579 Rent & Lease	691.12	691.12	5,528.96
581 Office Supplies	63.26	39.73	536.85
585 Phone and Internet	65.28		920.10
596 Bank Charges & Fees		35.00	382.15
Total Expenses	\$15,379.85	\$13,767.41	\$150,089.93
NET OPERATING INCOME	\$ -13,117.75	\$8,615.17	\$18,996.71
NET INCOME	\$ -13,117.75	\$8,615.17	\$18,996.71



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

MEETING DATE

September 10, 2025

PREPARED BY

AGENDA ITEM # E.1

Consideration with possible action on the 2026 Operating Plan.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Draft Operating Plan 9.10.25

Section of Op. Plan
2026
Pg. 4-6

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes ([see Appendix A](#)) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Green Bay approved a petition from property owners in September 2013 to create a Business Improvement District for the purpose of revitalizing and improving the Military Avenue business area on Green Bay’s west side. The BID law requires that every district have an annual Operating Plan.

This document is the Operating Plan for the Military Avenue district. The Military Avenue BID Executive Director, in coordination with the Military Avenue BID Board, prepared this Plan with technical assistance from the City of Green Bay Department of Economic Development.

B. Physical Setting

The Military Avenue Business District has boundaries starting at Lombardi Avenue moving north on Military with a northern most boundary of 116 N Military on the east side of the street and 123 N Military on the west side of the street.

Including: 1560 and 1598 W Western Ave, 1603, 1614 and 1626 W Seventh St, 1559-1565 Ninth St, 1577 Langlade Ave, 1530, 1536 and 1540 Leo St, 1521, 1541, 1587, 1590, and 1606 W Shawano Ave, 1505, 1529, 1555, 1561, 1566, 1593, and 1616 W Mason St.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in [Appendix B](#) of this plan. A listing of the properties included in the district is provided in [Appendix C](#).

III. PROPOSED OPERATING PLAN

A. Plan Objectives – 2026

Military Avenue, Inc. exists to create an environment that supports the continued success of the businesses and neighborhoods in the Military Avenue district located on the west side of Green Bay.

Military Avenue, Inc. fosters a spirit of collaboration and cooperation with local businesses and neighborhoods by working to improve the entire district. We do our work by marketing, branding and

promoting business activities, physical improvements in the district, event planning, new business recruitment, retaining and supporting existing businesses.

B. Proposed Activities – 2026

Principle activities to be engaged in by the district during its 13th year of operation, 2026, will include:

- Capital Campaign for Year-Round location for farmer market, events and community gathering space.
- Explore increased revenue from BID and other sources.
- Continue to address violence and theft prevention measures with security cameras.
- Fully utilize promotion tools such as monument sign, social media platforms, market bags, joint advertising opportunities, and new marketing ideas.
- Support new and existing Military Avenue BID businesses and fill vacant spaces.
- Offer and support opportunities for public art and murals throughout the district.
- Improve sustainability and on-going cost of plants and medians to provide a clean and professional appearance.
- Continue to build on the Market on Military success, bringing customer traffic to the district.
- Seek out grant funding.
- Explore new options for, and invest in, public amenities such as bike racks, benches, security and safety tools, and garbage cans.

C. Proposed Budget – Year – THIRTEEN 2026

Revenues	Projected 2026	Change from 2025
Planned BID Assessment Funds	\$106,168	-\$3,546
(BID Assessments minus 2% delinquent)	\$0	+\$2,194
Donations/Partnerships	\$0	\$0
Grants /Restricted Income	\$20,000	\$0
Event Funds/Sponsorships/EBT	\$35,000	\$15,000
Interest Income	\$1,500	+\$0
Carry Over from 2022 audit/review	\$??	\$??
Total Revenue	\$162,668	+\$13,648
Expenses		
Staffing	\$120,215	+\$12,630
Operating Expenses rent, insurance, audit, accounting, supplies, etc.	\$24,110	+4,950

Technology	\$2,300	-\$100
Programs		
Design/Physical improvements	\$39,600	-\$15,260
Street pole banners throughout district, Planter boxes winter and summer, throughout district weed control at medians and monument, monument sign Wi-Fi and operations at Lombardi and Military intersection, public amenities and branding across the district.		
Economic/Business Development	\$500	-\$500
Business recruitment and support for current businesses.		
Events	\$39,600	+\$15,000
Summer and Winter Market on Military, Small Business Saturday, Joint Advertising, EBT costs.		
Organization/ Marketing	\$10,800	+\$2,000
Social media, marketing, advertising, website hosting, web security.		
Total Expenses	\$227,625	+\$15,620
BALANCE	-\$64,957	

D. Financing Method

\$106,168 is proposed to be raised through BID assessments as laid out in section IV. METHOD OF ASSESMENT and assume no assessment for delinquency. We have therefore budgeted \$106,168. This shows a reduction from last year possibly due to a combination of lots.

We are also setting a goal to obtain grants, sponsorships, fees, and donations to provide funding in the amount of \$56,500. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds available.

E. Organization of BID Board

Upon creation of the BID, the Mayor appointed members to the district board ("board"). The board's primary responsibility is implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – at least Five

Last updated
9.2025

Military Avenue BID Assessment Tracking

*min and max values applied based on Operating Plan

Year Assessed (payable next yr)	BID 20 Industrial Total Assessed Value	Rate Assessed .25 per 1,000*	BID 21 Office Total Assessed Value	Rate Assessed 2.00 per 1,000	BID 22 Retail Total Assessed Value	Rate Assessed 2.25 per 1,000	Projected MAVE Revenue*	ASSESSED PROP VALUE	INCREASE DECREASE OVER BASE YR2014
2014	1,802,000	450	10,023,900	14,102	60,343,800	83,448	98,000	72,169,700	
2015	1,802,000	450	10,276,400	14,626	62,937,200	83,842	98,918	75,015,600	\$2,845,900
2016			10,276,400	14,102	62,937,200	83,448	97,550	73,213,600	\$1,043,900
2017	1,802,000	450	10,276,400	14,626	64,351,700	83,634	98,710	76,430,100	\$4,260,400
2018									
2019	1,802,000	450	10,276,400	14,626	63,775,100	84,318	99,394	75,853,500	\$3,683,800
2020	1,802,000	450	10,475,500	14,620	63,515,600	84,297	99,367	75,793,100	\$3,623,400
2021	1,802,000	450	10,568,300	14,620	63,775,100	84,297	99,367	76,145,400	\$3,975,700
2022	2,252,700	563	16,957,100	16,947	87,817,200	108,275	125,785	107,027,000	\$34,857,300
2023	2,252,700	563	14,710,900	16,397	70,189,200	90,419	107,379	87,152,800	\$14,983,100
2024	2,252,700	563	14,704,400	16,389	72,666,600	92,763	109,715	89,623,700	\$17,454,000
2025	2,252,700	563	14,710,900	16,397	73,351,000	89,208	106,168	90,314,600	\$18,144,900

PROTECTED
BID REVENUE

Assessment Rate and Method

Assessment rate per thousand for industrial is \$0.25, office \$2.00, retail/entertainment \$2.25. Minimum assessment rate per parcel is \$250.00 Maximum assessment rate is \$2,500 per parcel.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

For properties whose use comprises mixed SIC codes, the property has been identified by the ground level use(s) of any buildings constructed on the property. The ground level use is presumed to be the dominant use of the property. If a ground level has more than two uses, then the property has been identified by the use that makes up more than one half of the ground level square footage. The burden is on the owner to change a property classification from that designated in Appendix C. It must be proven annually by the owner of the property in question to the BID board.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$2,500.00 per parcel will be applied.

As of January 1, 2014 the property in the district had a total assessed value of over seventy-three million dollars. This plan assesses the property in the district at a rate for industrial \$0.25, for office \$2.00, for retail/entertainment \$2.25. per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID.

Appendix C shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)Im: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.

2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

CONSIDERATIONS TO APPLY TO THIS YEARS OPERATING PLAN

O'Connor Connective - Military Avenue Focus Groups

3-5 Year Plan – Drafted Feb. 2022

Three priorities to drive actions and decisions surrounding investment of time and resources:

- **Focus on economic development in the district.** Work with the city, developers, and partners to drive new and creative development and district improvements.
- **Make physical improvements to area buildings.** Revisit façade grant options and look at other fund offerings to entice owner improvements; partner with developers to enhance key corners / notable spaces; discuss options with city for green space / parking lot improvements
- **Marketing the district.** Define and refresh MABD brand. Explore marketing strategies including digital marketing campaign to attract customers and increase spending/stops per visit; and targeted events to attract new people to the area.

Done to date: (August 2025)

Virtually at capacity on space vacancies. New lots are available.

New, colorful banners.

Test with perennial plantings in boxes.

Plans and fundraising efforts for market/office location at Murphy Park.

Continued work on eliminating illegally operating businesses.

Mission Statement:

Military Avenue, Inc. exists to create an environment that supports the continued success of the businesses and neighborhoods in the Military Avenue district located on the west side of Green Bay.

Vision Statement:

Military Avenue Inc. fosters a spirit of collaboration and cooperation with local businesses and neighborhoods by working to improve the entire district. We do our work by marketing, branding and promoting business activities, physical improvements in the district, event planning, new business recruitment, retaining and supporting existing businesses.



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

MEETING DATE

September 10, 2025

PREPARED BY

AGENDA ITEM # E.2

Consideration with possible action on the Camera Security Program.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Camera Security Plan 9.10.25

9/10/2025 Agenda #6.

Camera Security Program

Materials will be handed out.



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

MEETING DATE

September 10, 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

September 10, 2025

PREPARED BY

AGENDA ITEM # F.2

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

September 10, 2025

PREPARED BY

AGENDA ITEM # F.3

2026 BID Board of Directors and Officers.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Board of Directors 9.10.25

**Military Avenue
Business Improvement District
Board of Directors 2025**

Terms run calendar year, appointed at Annual Meeting for a three-year term.

APPROVAL 2/14/2024

Name	From	To
Adam Kersten, President Kersten Realty 1600 Shawano Ave. #204 GB WI 54303 P. 920-499-2283 <i>1st term start - December 2013</i>	January 2021	December 2026
EJ Dombrowski, Vice President Jim's Music 1219 S Military Ave. GB WI 54304 W. 920-496-3710 <i>1st term start - September 2018</i>	January 2019	December 2027
Sharon Hack, Secretary North Shore Bank Area Manager 3452 Edinburgh Rd. GB WI 54311 P. 920-494-8753 <i>1st term start - April 2015</i>	January 2019	December 2025
Dan Burich, Treasurer Bay Motel and Restaurant 1301 S Military Ave. GB WI 54304 P. 920-494-3441 <i>1st term start - December 2013</i>	January 2017	December 2025
Ralph Jensen Pro Data IV/Compass Accounting 3246 West Point Rd. GB WI 54313 P. 920-498-9808 <i>1st term start - March 2014</i>	January 2021	December 2026