



AGENDA OF THE MILITARY AVENUE BUSINESS IMPROVEMENT DISTRICT BOARD

WEDNESDAY, MAY 13, 2026, 1:00 PM
425 S. Military Ave.
Suite 206

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, May 13, 2026, meeting of the Military Avenue Business Improvement District Board.

C. Approval of Minutes.

1. Approval of the Minutes from the February 11, 2026 meeting.

D. Approval of Financial Reports.

1. Approval of the Financial Reports as of April 30, 2026.

E. Regular Business.

1. Consideration with possible action on City and Military Avenue BID/MABA duties and responsibilities.
2. Consideration with possible action on the Vision for Military Avenue Future Exercise.
3. Consideration with possible action on the Harvest Hall Capital Campaign.

F. Informational.

1. City of Green Bay update.
2. Director's Report.

G. Adjournment.

I. Adjournment of the Wednesday, May 13, 2026, 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

May 13, 2026

PREPARED BY

AGENDA ITEM # C.1

Approval of the Minutes from the February 11, 2026 meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Minutes 2.11.26



Military Avenue Business Association (MABA) and Military Avenue Business Improvement District (BID) Annual Meeting Minutes

February 11, 2026, at 1:00 PM

In Attendance BID: Adam Kersten, Dan Burich, E.J. Dombrowsk

In Attendance MABA: Keith Zimmerman, Bethe Lane, Jordan Weuve, Ald. Melinda Eck

Staff non-voting: Leah Weycker, Savana Mencheski

Guests: Rebecca Finko, City of Green Bay

Absent BID:

Excused BID: Ralph Jensen, Sharon Hack

Absent MABA: Joe Mongin

Excused MABA: Zak Bauer

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

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

Secretary's Report. Approval of BID Minutes Sep.10.2025. *EJ made a motion to approve the minutes, seconded by Dan. Motion carried.*

Approval of MABA Minutes Jan.14.2026. *Bethe made a motion to approve the minutes, seconded by Melinda. Motion carried.*

Treasurer's Report. Jordan provided an update to the board regarding the previously joint bank accounts. He explained the steps he took to identify the issue and implement the necessary corrections to put funds in the right place. All account discrepancies have now been resolved. *EJ made a motion to approve the treasurer's report, seconded by Dan. Motion carried.*

Regular Business

2025 Annual Review. Leah provided a brief overview of the annual review, highlighting several key achievements. She noted the 10-year anniversary of the Market on Military, the new events the organization participated in, including 920 Week, and the successful launch of the new event, *Merry on Military*. Leah also reported that the winter market continues to perform strongly, remaining the only winter farmers market in the area for the past three years. About 800 people attend.

She drew attention to the significant improvement in social media analytics and emphasized the essential role of volunteers, who collectively donated 688.5 hours in 2025, representing a contributed value of \$23,409. Leah then updated the board on the progress of the building project, now officially named *Harvest Hall*. She noted that the project is not gaining traction as hoped; however, with updated brochures completed, an in-kind concrete donation, and an additional \$250,000 committed by the City through TID funding, there is optimism for improved momentum moving forward.

Also mentioned was the opportunity to explore gap-funding programs available through banks or credit unions. The board expressed its support for further investigation into this option.

Approval of 2025 Annual review. *EJ made a motion to approve the report, seconded by Dan. Motion carried.*

Social Media for BID Businesses. Savana briefed the board on the recent improvements in social media analytics for the BID and presented a proposal to offer social media services to BID businesses at a special rate. The board expressed support for the idea, and a suggestion was made to offer the service at a discounted introductory rate to gather testimonials. *EJ made a motion to approve the plan, seconded by Dan. Motion carried.*

City Update: Rebecca updated the board on the research she conducted regarding vent hoods, explaining that the high cost is due to the need for a full fire-suppression system as well as the multiple trades required for proper installation. She recommended directing businesses to the City's revolving loan funds available to support small business needs. Rebecca also reported that the city is exploring alternative programs to support our Placer AI data collection needs.

Adjourn Meeting. Motion made by EJ, seconded by Dan, motion passed.



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

MEETING DATE

May 13, 2026

AGENDA ITEM # D.I

Approval of the Financial Report as of April 30, 2026.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Financial Report 4.30.26

#4

Statement of Financial Position

Military Avenue, Inc.

As of Apr 30, 2026

	TOTAL
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Assets	
Current Assets	
Bank Accounts	
105 MABA-5483	0.00
BID Checking - 5401	-500.00
BID Money Market - 5428	143,743.05
COD 02094 (FCCU)	11,390.21
COD (1) BMO	208,340.27
COD (2) BMO	260,530.44
COD-6908 (BMO)	-67.52
MABA Non Profit Checking - 2296	2,423.19
MABA Non Profit MM-2385	10,376.48
Market Cash	600.00
North Shore COD (5167)	257,013.90
Total for Bank Accounts	\$893,850.02
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
QuickBooks Tax Holding Account	-1,920.68
Undeposited Funds	0.00
Total for Other Current Assets	-\$1,920.68
Total for Current Assets	\$891,929.34
Fixed Assets	
Equipment	\$0.00
Accumulated Depreciation	0.00
Total for Equipment	\$0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$891,929.34
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Statement of Financial Position

Military Avenue, Inc.

As of Apr 30, 2026

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	4,200.46
Total for Accounts Payable	\$4,200.46
Credit Cards	
Credit Card-9903	716.06
Total for Credit Cards	\$716.06
Other Current Liabilities	
Direct Deposit Payable	0.00
Payroll Liabilities	
Federal Taxes (941/943/944)	-253.04
WI Income Tax	-703.28
WI SUI Employer	0.00
Total for Payroll Liabilities	-\$956.32
Total for Other Current Liabilities	-\$956.32
Total for Current Liabilities	\$3,960.20
Total for Liabilities	\$3,960.20
Equity	
Building Restricted Funds	711,898.00
Opening Balance Equity	0.00
Retained Earnings	105,479.54
Net Income	70,591.60
Total for Equity	\$887,969.14
Total for Liabilities and Equity	\$891,929.34



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

MEETING DATE

May 13, 2026

PREPARED BY

AGENDA ITEM # E.1

Consideration with possible action on City and Military Avenue BID/MABA duties and responsibilities.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Relationship Agreement 2.13.19

**Relationships Military Avenue Business Association (MABA),
Military Avenue, Inc. (a 501 (c)(3) nonprofit),
and the Military Avenue Business Improvement District
(a State Authorized Business Improvement District aka BID).**

Approved by the BID Board of Directors 2.13.2019

SUMMARY

The BID Board is responsible for the BID Assessment fee fund, following State guidelines for BIDs, and development and oversight of the Operating Plan.

It is the job of the Military Avenue, Inc. Board, also known as MABA, to implement the Operating Plan, hire an Executive Director to accomplish the work, and oversee the monthly duties.

Since the initial development of the BID, the City of Green Bay plays a role in the Military Avenue BID by way of yearly review of the Operating Plan, progress reports to the Plan Commission, and authorization for new BID Board of Director candidates. The BID Director also sits on the Redevelopment Authority in an advisory capacity.

Details of these duties and relationships are written below.

Each entity within the Military Avenue agency has different guidelines and are important for different reasons. The 501 (c)(3) non-profit is important for grant writing and sponsorship purposes, cannot lobby or be politically involved, and cannot benefit any individual. The BID is considered pseudo government and obligated to Open Meeting Laws.

Our agency is run daily as the Military Avenue Business Association or Military Avenue, Inc., a non-profit business association that works to implement the Operating Plan approved by the BID Board of Directors and follows direction of Military Avenue, Inc. by-laws.

WHO ARE THE PLAYERS?

Military Avenue Business Association aka MABA

(From historical documents and verbal research)

The Military Avenue Business Association existed first. The main job was to bring together stakeholders from the district to work together for the betterment of the district and work with the City of Green Bay and address their plans to reduce the size of the road from six lanes to four lanes. MABA was a voice for

the business wants and needs during the City’s re-construction of the road. The original Military Avenue Business Association, LLC was officially changed to an Incorporated (Inc.) agency on March. 1, 2010.

Military Avenue, Inc.

(From historical documents)

On Apr. 9, 2014, an official name change was submitted to the State of Wisconsin to create Military Avenue, Inc. from Military Avenue Business Association, Inc.

On Nov. 18, 2014, Military Avenue, Inc. became a nonprofit, with a 501(c)(3) classification. Work to create the nonprofit started about a year prior to authorization.

Military Avenue Business Improvement District (BID)

(From historical documents)

The BID was formed with guidance from the City of Green Bay under the WI State Statute 66.1109. The first Operating Plan was drafted for 2014. The creation followed extensive work by a Citizen Steering Committee and Vierbicher planning agency starting around April, 8, 2010. Vierbicher was hired by the City of Green Bay after sending out a request for proposals for a market study and corridor design plan.

Military Avenue is the fourth BID within the City of Green Bay. Following On Broadway, Downtown Green Bay, and Ole Main Street.

City of Green Bay, WI

(From the Operating Plan)

It was with the help and direction of the City of Green Bay that the BID was formed. Staff representation of the City attends the BID meetings and works directly with the Executive Director. Continued assistance and oversight is done by way of yearly Operating Plan reviews by the Plan Committee and Economic Development Department in addition to legal approval of the Operating Plan by the City Attorney.

City of Green Bay Mayors Office, Economic Development Department, and finally vote of the Committee of the Whole approves new BID Board of Director members after presentation of a resume and at the direction of the Military Avenue BID.

Presentations of the activities and progress of all City BIDs are done yearly at the Plan Committee.

The Executive Director sits on the Redevelopment Authority Committee's monthly meetings in an advisory capacity along with the other BID Directors.

BOARD ORGANIZATION

Organization of BID Board

(From the Operating Plan template)

Upon creation of the BID, the Mayor appointed members to the district board ("board"). The board's primary responsibility is implementation of the 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:

Board Size – at least Five

Composition - At least three fifths members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Green Bay. The board shall elect its Chairperson from among its members.

Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.

Compensation – None

Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.

Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.

Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.

Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

Organization of the Military Avenue, Inc. Board of Directors

The approved mission and vision statement adopted May 11, 2016, outline the tasks of this Board of Directors and the Executive Director, which is contracted to provide these services for the BID.

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.

Strategic Goals - The Corporation measures its success based on several real estate methods of improving property valuations, business recruitment, marketing and promotion, and physical improvements in the district. Results may be tracked using business metrics of results and outcomes of its activities and efforts.

Bench Marks for these goals are:

We will increase the occupancy rate for retail business by 10% within five years.

We will develop and fund a formal gateway project for the Military/Lombardi Avenue entrance within five years.

We will increase assessed value in the BID district by 10% within five years (adjusted for any re-assessment).

We will encourage the increase of residential occupancy in the district.

We will create annual events and joint advertising opportunities in the district, use volunteers to support our efforts and build awareness and outreach for the area.

RELATIONSHIPS

Relationship of the BID to the Military Avenue Business Association aka Military Avenue, Inc.

(From the Operating Plan template)

The BID shall be a separate entity from the Military Avenue Business Association, notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board or as required by law. The Association may, and it is intended, shall contract with the BID to provide services to the BID, in accordance with this Plan. (Plan is referring to the Operating Plan.)

Relationship to Green Bay Comprehensive Plan and orderly development of the City

(From the Operating Plan)

City Plans - The plan for Military Avenue is to transform the corridor into a signature street with a cohesive identity. This will be accomplished by elevating the level of aesthetics, functionality and safety with improved site and building design. The balance of land uses along Military Avenue must shift in recognition of current and expected future market conditions and to better manage the supply and demand of real estate. Sections of the corridor will transition to finer blocks of mixed-use development that better relate to the scale of surrounding neighborhoods.

Implementation of this plan will result not only in attracting new businesses to Military Avenue, but also in creating an environment that supports the continued success of existing, beneficial businesses. Limited amounts of redevelopment may result in tear down and reconstruction. But in most cases, redevelopment will occur in smaller steps like landscaping parking areas, upgrading building façades, or adding decorative lighting. Military Avenue will become a more complete corridor that caters to local residents and employees who use multiple modes of transportation. This transition is a necessary response to the changing market and context, and will create a more economically sustainable future for Military Avenue. *(Vierbicher's Military Avenue Market Analysis and Corridor Design Plan, Executive Summary, Pages 7-8. Adopted by the City of Green Bay: 3/1/2011)*

City Role in District Operation - The City of Green Bay has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the

#5

creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Brown County and other units of government to support the activities of the district.



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

MEETING DATE

May 13, 2026

PREPARED BY

AGENDA ITEM # E.2

Consideration with possible action on the Vision for Military Avenue Future Exercise.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

May 13, 2026

PREPARED BY

AGENDA ITEM # E.3

Consideration with possible action on the Harvest Hall 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

May 13, 2026

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

May 13, 2026

PREPARED BY

AGENDA ITEM # F.2

Director's Report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None