



VILLAGE OF MENOMONEE FALLS NOTICE OF PUBLIC MEETING

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BUSINESS IMPROVEMENT DISTRICT Menomonee Falls Village Hall, Room 3338 W156N8480 Pilgrim Road, Menomonee Falls, WI Wednesday, April 16, 2025, 9:00 a.m.

1. Call to Order.
2. Approval of Minutes from March 19, 2025 meeting.
3. Treasurer's Report.
4. BID Director's Report.
5. Future Meeting.
6. Adjournment.

THIS AGENDA IS SUBJECT TO REVISION

Members of the Village Board and other Village committees, boards, commissions and authorities may attend and participate at this meeting, but will not take official action unless the notice so provides.

No qualified individual with a disability shall, by reason of that disability, be excluded from participation in or be denied benefits of the services, programs, or activities of the Village of Menomonee Falls, or be subject to discrimination by the Village. If you are disabled and require special accommodation, please advise the Village Clerk's Office at (262) 532-4200 no later than 5 days before the scheduled meeting or activity.



BID Agenda

2.

Meeting Date: 04/16/2025

Topic: Approval of Minutes from March 19, 2025 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from March 19, 2025 meeting.

BID Minutes - 03-19-25

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

March 19, 2025

Present: Katie Kress, Member; Layla Obregon, Member; Christina Falkowski-Kraemer, Member; Maxx Forti, Treasurer; Jeffrey Kaus, CDA Representative; David Johnson, Member; Gus Straub, President; Nicholas Oliver, Member

Attendees: Michelle Frie, BID Manager
Matt Carran, Dir of Economic Development & Tourism

Gus Straub called the meeting to order at 9:00 AM.

APPROVAL OF MINUTES:

Motion by Member Katie Kress, second by CDA Representative Jeffrey Kaus to approve the minutes of the February 19, 2025 meeting.

Vote: 8 - 0 Motion Carried

TREASURER'S REPORT:

Treasurer Maxx Forti reviewed the Treasurer's Report (attached to the agenda) with members of the BID Board.

REVIEW AND AMENDMENT OF BID BY-LAWS:

Motion by Member Nicholas Oliver, second by Member Katie Kress to amend the current BID By-laws and incorporate the changes as noted in the version attached to the Agenda.

Vote: 8 - 0 Motion Carried

BID DIRECTOR'S REPORT:

BID Director Michelle Frie provided the BID report and shared that the next event is the Pub Crawl on April 5th. The new sponsorship program has been rolled out and both Lavender Fest and Harvest Fest have multiple sponsors. The Christkindl Market has sponsors as well. Bank Five-Nine is sponsoring both Lavender Fest and the Christkindl Market. The Monthly Meet-Ups are scheduled for the last Thursday of every month, and they are now being held at the Hot House. Scheduled speakers are listed on the BID Weekly News email. The BID has partnered with Falls Cable Access and will be able to share their videos. El Jimador is hoping to open for business in May. The former Wisconsin On Tap has a new tenant that hopes to open in May as well. Dutch Touch is ready to move forward with the improvements to the Lime Kiln Park. Layla Obregon will be meeting with Menomonee Falls Events to work on the newsletter communications. An ad hoc committee will be created to assist with marking Village Park for the Lavender Fest event in July.

NEXT MEETING:

The next BID Board meeting is scheduled for April 16, 2025 at 9:00 AM.

ADJOURNMENT:

Motion by Member Katie Kress, second by Member Christina Falkowski-Kraemer to adjourn.

Vote: 8 - 0 Motion Carried

The Business Improvement District meeting adjourned at 9:45 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

3.

Meeting Date: 04/16/2025

Topic: Treasurer's Report

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Treasurer's Report.

Treasurer's Report

MENOMONEE FALLS DOWNTOWN

Profit and Loss

January 1 - April 14, 2025

	TOTAL
Income	
40200 BID TAX ASSESSMENT	83,112.50
40300 VILLAGE TOURISM FUNDING	45,000.00
40800 INCOME INTEREST	6.86
41100 INCOME BEER CRAWL	5,800.00
41150 INCOME CHOCOLATE WALK	5,405.00
41350 INCOME HARVEST FEST	6,400.00
41450 INCOME LAVENDER FEST	16,150.00
42400 INCOME CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	
42420 INCOME CHRISTKINDL MARKET	13,525.00
Total 42400 INCOME CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	13,525.00
44350 MISC INCOME	150.00
44500 INCOME SANDWICH BOARDS	27.00
44600 ASSOCIATE BID MEMBERSHIP FEE	2,750.00
SALES	405.00
Total Income	\$178,731.36
Cost of Goods Sold	
51000 COST OF BEER CRAWL	1,322.97
58200 COST OF CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	
COST OF CHRISTKINDL MARKET	558.49
COST OF CHRISTMAS COOKIE CRAWL	20.00
Total 58200 COST OF CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	578.49
59900 COST OF GENERAL MARKETING	1,198.00
COST OF CHOCOLATE WALK	1,946.04
COST OF PICNIC AT THE PLAZA	200.00
Total Cost of Goods Sold	\$5,245.50
GROSS PROFIT	\$173,485.86
Expenses	
40000 CONTRACTED SERVICES	30,335.50
67500 INTERNET & FAX	463.94
71000 OFFICE EXPENSE	1,080.90
74000 RENT OR LEASE EXPENSE	4,650.00
75500 SUBSCRIPTIONS	130.00
76000 TELEPHONE EXPENSE	753.88
77000 WEBSITE HOST/MAINTENANCE	175.84
78000 UTILITIES GAS & ELECTRIC	655.98
78050 UTILITIES SEWER & WATER	111.37
COST OF LADIES NIGHT	81.00
QUICKBOOKS PAYMENTS FEES	144.40
SQUARE PAYMENT FEES	892.19
Total Expenses	\$39,475.00
NET OPERATING INCOME	\$134,010.86
NET INCOME	\$134,010.86

MENOMONEE FALLS DOWNTOWN

Balance Sheet As of April 14, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10200 REGULAR CHECKING ACCOUNT	32,003.95
10400 GENERAL FUNDS	0.00
10500 BANK FIVE NINE CHECKING ACCOUNT	6,519.13
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	156,119.34
Total Bank Accounts	\$194,642.42
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	180.00
Total Accounts Receivable	\$180.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	-60.00
13000 PREPAID RENT EXPENSE	0.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total Other Current Assets	\$ -60.00
Total Current Assets	\$194,762.42
Fixed Assets	
15000 FURNITURE AND FIXTURES	0.00
15100 EQUIPMENT, FURNITURE & FIXTURES	12,567.78
15300 OTHER DEPRECIABLE PROPERTY	0.00
17100 ACCUM. DEP. EQUIPMENT, FURNITURE & FIXTURES	-7,768.83
COMPUTER	0.00
DEPRICIATION	0.00
Total COMPUTER	0.00
ENHANCEMENTS	0.00
Total Fixed Assets	\$4,798.95
TOTAL ASSETS	\$199,561.37

MENOMONEE FALLS DOWNTOWN

Balance Sheet As of April 14, 2025

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 ACCOUNTS PAYABLE	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
23300 PAYROLL DEDUCTIONS PAYABLE	0.00
30400 DEFERRED REVENUE	0.00
Accrued Rent Expense	300.00
BOUNCED CHECK CLEARING	0.00
DIRECT DEPOSIT PAYABLE	0.00
GIFT CERTIFICATES PAYABLE	6,829.29
PAYROLL LIABILITIES	-45.00
FEDERAL TAXES (941/944)	0.00
MANUAL CHECK	0.00
WI INCOME TAX	-4.75
WI SUI EMPLOYER	-4.98
Total PAYROLL LIABILITIES	-54.73
WISCONSIN DEPARTMENT OF REVENUE PAYABLE	0.00
Total Other Current Liabilities	\$7,074.56
Total Current Liabilities	\$7,074.56
Total Liabilities	\$7,074.56
Equity	
30000 OPENING BALANCE EQUITY	10,822.12
32000 RETAINED EARNINGS	47,653.83
39004 BEGINNING BALANCE EQUITY	0.00
39005 RETAINED EARNINGS(1)	0.00
Net Income	134,010.86
Total Equity	\$192,486.81
TOTAL LIABILITIES AND EQUITY	\$199,561.37