



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, June 18, 2025, 9:00 a.m.**

1. Call to Order.
2. Approval of Minutes from May 21, 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: 06/18/2025

Topic: Approval of Minutes from May 21, 2025 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from May 21, 2025 meeting.

BID Minutes - 05-21-25

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

May 21, 2025

Present: Katie Kress, Member; Layla Obregon, Member; Christina Falkowski-Kraemer, Member; Maxx Forti, Treasurer; Gus Straub, President; Nicholas Oliver, Member

Absent: Jeffrey Kaus, CDA Representative; David Johnson, Member

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

Gus Straub called the meeting to order at 9:01 AM.

APPROVAL OF MINUTES:

Motion by Member Katie Kress, second by Member Christina Falkowski-Kraemer to approve the minutes of the April 16, 2025 meeting.

Vote: 6 - 0 Motion Carried

TREASURER'S REPORT:

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

BID DIRECTOR'S REPORT:

BID Director Michelle Frie provided the BID report and shared that the Make & Take Shop Hop will be held June 17th through June 21st. Poppy & Thyme is the presenting sponsor and ten businesses will be participating. B93.3 will be partnering with the BID with in-kind marketing. The Street Eats Food Truck program (running from June to September) will have food trucks in both Centennial Plaza and the children's playground area at Village Park.

Layla Obregon reported that Lavender Fest will have 140 vendors and 7 lavender farms participating. The bands are booked and a large cooling tent will be on site.

Courtney Krueger has signed a contract with the BID for marketing services, and she has completed an orientation with Cailyn Kison.

Layla Obregon stated that she met with MFE, and they discussed the Constant Contact/website issues. The BID will keep MFE on the BID website until after Memorial Fest, and they will transition the information from the BID website to the new MFE website.

The Hop Yard is still waiting for their oven installation before they can open, but they expect that to happen the end of June or early July. Neus Hardware and Foamania are new Associate BID members. Information is being gathered for the annual audit/review, and the BID will be using the same auditor they have in the past.

Michelle asked the BID board members if there is any interest in billboard advertising along Highway 41. The BID board discussed a new mural for the Poppy & Thyme building (the current mural is deteriorating). Michelle will work to get some concept drawings for a new mural, likely a lavender-themed mural. Nick Oliver will work with Matt Carran regarding Wi-Fi at Village Park.

FUTURE MEETING:

The next BID Board meeting is scheduled for June 18, 2025 at 9:00 AM.

ADJOURNMENT:

Motion by Member Nicholas Oliver, second by Member Katie Kress to adjourn.

Vote: 6 - 0 Motion Carried

The Business Improvement District meeting adjourned at 9:56 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

3.

Meeting Date: 06/18/2025

Topic: Treasurer's Report

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Treasurer's Report.

Treasurer's Report

Profit and Loss

MENOMONEE FALLS DOWNTOWN

January 1-June 14, 2025

DISTRIBUTION ACCOUNT	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	7,150.00
41450 INCOME LAVENDER FEST	22,500.00
41475 41475 Income Make and Take Shop Hop	400.00
42400 INCOME CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	0
42420 INCOME CHRISTKINDL MARKET	14,175.00
Total for 42400 INCOME CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	\$14,175.00
44250 INCOME FLOWER MAINTENANCE/FLOWER POTS	3,625.00
44350 MISC INCOME	193.09
44500 INCOME SANDWICH BOARDS	27.00
44600 ASSOCIATE BID MEMBERSHIP FEE	2,563.00
SALES	1,183.05
Total for Income	\$191,140.50
Cost of Goods Sold	
51000 COST OF BEER CRAWL	1,193.48
51475 Cost of Make and Take Shop Hop	35.00
58200 COST OF CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	0
COST OF CHRISTKINDL MARKET	558.49
COST OF CHRISTMAS COOKIE CRAWL	20.00
Total for 58200 COST OF CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	\$578.49
59900 COST OF GENERAL MARKETING	2,758.99
COST OF CHOCOLATE WALK	2,000.04
COST OF LAVENDER FEST	325.00
COST OF PICNIC AT THE PLAZA	200.00
Total for Cost of Goods Sold	\$7,091.00
Gross Profit	\$184,049.50
Expenses	
40000 CONTRACTED SERVICES	43,624.00
67000 INSURANCE EXPENSE	410.00
67500 INTERNET & FAX	463.94
68500 LEGAL AND PROFESSIONAL EXPENSE	4,500.00
71000 OFFICE EXPENSE	1,385.80
74000 RENT OR LEASE EXPENSE	7,750.00
75500 SUBSCRIPTIONS	562.00
76000 TELEPHONE EXPENSE	839.59
77000 WEBSITE HOST/MAINTENANCE	795.80

Profit and Loss
MENOMONEE FALLS DOWNTOWN
January 1-June 14, 2025

DISTRIBUTION ACCOUNT	TOTAL
78000 UTILITIES GAS & ELECTRIC	655.98
78050 UTILITIES SEWER & WATER	205.23
COST OF LADIES NIGHT	81.00
MISC EXPENSE FOR RECONCILIATION	
QUICKBOOKS PAYMENTS FEES	167.15
Total for Expenses	\$61,440.49
Net Operating Income	\$122,609.01
Other Income	
SQUARE PAYMENT FEES	-958.57
Total for Other Income	-\$958.57
Other Expenses	
Net Other Income	-\$958.57
Net Income	\$121,650.44

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of June 16, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
10200 REGULAR CHECKING ACCOUNT	20,173.50
10400 GENERAL FUNDS	-0.03
10500 BANK FIVE NINE CHECKING ACCOUNT	8,537.18
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	152,558.28
Total for Bank Accounts	\$181,268.93
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,215.00
11200 VILLAGE TOURISM FUNDING-1	
BID TAX ASSESSMENT-1	400.00
Total for Accounts Receivable	\$1,615.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	
11000X ACCOUNTS RECEIVABLESub	
12000 UNDEPOSITED FUNDS	4,269.65
13000 PREPAID RENT EXPENSE	3,100.00
CREDIT CARD RECEIVABLES	
SECURITY DEPOSITS	
Total for Other Current Assets	\$7,369.65
Total for Current Assets	\$190,253.58
Fixed Assets	
15000 FURNITURE AND FIXTURES	
15100 EQUIPMENT, FURNITURE & FIXTURES	12,567.78
15300 OTHER DEPRECIABLE PROPERTY	
17100 ACCUM. DEP. EQUIPMENT, FURNITURE & FIXTURES	-7,732.44
COMPUTER	0
DEPRICIATION	
Total for COMPUTER	0
ENHANCEMENTS	
Total for Fixed Assets	\$4,835.34
Other Assets	
Total for Assets	\$195,088.92

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of June 16, 2025

DISTRIBUTION ACCOUNT	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 ACCOUNTS PAYABLE	
Total for Accounts Payable	0
Credit Cards	
Other Current Liabilities	
23300 PAYROLL DEDUCTIONS PAYABLE	
30400 DEFERRED REVENUE	
Accrued Rent Expense	
BOUNCED CHECK CLEARING	
DIRECT DEPOSIT PAYABLE	
GIFT CERTIFICATES PAYABLE	7,323.29
PAYROLL LIABILITIES	0
FEDERAL TAXES (941/944)	
MANUAL CHECK	
WI INCOME TAX	
WI SUI EMPLOYER	
Total for PAYROLL LIABILITIES	0
WISCONSIN DEPARTMENT OF REVENUE PAYABLE	
Total for Other Current Liabilities	\$7,323.29
Total for Current Liabilities	\$7,323.29
Long-term Liabilities	
Total for Liabilities	\$7,323.29
Equity	
32000 RETAINED EARNINGS	50,469.54
Net Income	126,473.97
30000 OPENING BALANCE EQUITY	10,822.12
39004 BEGINNING BALANCE EQUITY	
39005 RETAINED EARNINGS(1)	
Total for Equity	\$187,765.63
Total for Liabilities and Equity	\$195,088.92