VILLAGE OF MENOMONEE FALLS
NOTICE OF PUBLIC MEETING

www.menomonee-falls.org

BUSINESS IMPROVEMENT DISTRICT
Menomonee Falls Village Hall, Room 3338
W156N8480 Pilgrim Road, Menomonee Falls, WI
Wednesday, September 10, 2025, 9:00 a.m.

1. Call to Order.

2. Approval of Minutes from August 20, 2025 meeting.

3. Treasurer's Report.

4. Review and consideration of the draft Business Improvement District 2026 Operating Plan.

5. BID Director's Report.

6. Future Meeting.

7. 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: 09/10/2025

Topic: Approval of Minutes from August 20, 2025 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from August 20, 2025 meeting.

BID Minutes - 08-20-25

D R A F T

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

August 20, 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 Director
Matt Carran, Dir of Economic Development & Tourism
Courtney Krueger, BID Marketing Manager

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

APPROVAL OF MINUTES:

Motion by Member Nicholas Oliver, second by CDA Representative Jeffrey Kaus to approve the minutes of the June 18, 2025 meeting.

Vote: 8 - 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.

DISCUSSION OF THE 2026 BID OPERATING PLAN:

BID Director Michelle Frie and Layla Obregon reviewed the draft 2026 BID Operating Plan and discussed proposed changes with members of the BID Board. Village staff will make the requested revisions and a new draft will be included on the agenda for the next BID meeting.

BID DIRECTOR'S REPORT:

Marketing Manager Courtney Krueger shared information on Lavender Fest, and Layla Obregon offered information on the business feedback for the event. BID Director Michelle Frie reported the Lavender Fest turnout was on par with 2024, and the event was shared by several news outlets online. Ladies Night will be held on September 11th, and the theme will be 90s Grunge. Sponsors for Ladies Night are B93.3, Poppy & Thyme, Three Cellars and Empire Home Remodeling. Jeff Kaus shared that the American Legion Post will be hosting a Margaritaville Parking Lot Party on August 23rd with several groups providing live music. Michelle Frie stated the Lime Kiln project is going forward, and she is discussing sign installation with Waste Management. The Christkindl Market will have Fleet Farm as a sponsor for the children's area at Centennial Plaza. In exchange for name recognition, Fleet Farm will provide decorations, and plans are being made for Santa, reindeer, and a possible meet-and-greet with Frozen characters. The recent flooding event affected several downtown businesses, and clean-up efforts are ongoing. Krueger's suffered significant damage to their building and contents, and they have been in contact with the Village about their plans going forward. Pop's Custard will be closing on August 31st after 45 years in business in Menomonee Falls.

FUTURE MEETING:

The next BID Board meeting was scheduled for September 17, 2025 at 9:00 AM; however, in an email poll following the August 20th BID meeting, it was agreed the next BID Board meeting would be rescheduled to September 10, 2025 at 9:00 AM.

ADJOURNMENT:

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

Vote: 8 - 0 Motion Carried

The Business Improvement District meeting adjourned at 10:07 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on

VILLAGE OF Menomonee Falls

BID Agenda **3.**

Meeting Date: 09/10/2025

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-September 5, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
40200 BID TAX ASSESSMENT	83,112.50
40300 VILLAGE TOURISM FUNDING	45,000.00
40800 INCOME INTEREST	912.33
41100 INCOME BEER CRAWL	5,800.00
41150 INCOME CHOCOLATE WALK	5,405.00
41350 INCOME HARVEST FEST	9,800.00
41400 INCOME LADIES NIGHT	800.00
41450 INCOME LAVENDER FEST	28,152.00
41475 41475 Income Make and Take Shop Hop	400.00
42400 INCOME CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	0
42420 INCOME CHRISTKINDL MARKET	15,775.00
Total for 42400 INCOME CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	**$15,775.00**
44250 INCOME FLOWER MAINTENANCE/FLOWER POTS	3,625.00
44275 INCOME GENERAL MARKETING	70.00
44350 MISC INCOME	193.03
44500 INCOME SANDWICH BOARDS	27.00
44600 ASSOCIATE BID MEMBERSHIP FEE	2,658.50
SALES	1,336.78
SQUARE PAYMENT SALES	-150.00
Total for Income	**$202,917.14**
Cost of Goods Sold	
51000 COST OF BEER CRAWL	1,193.48
51475 Cost of Make and Take Shop Hop	436.00
51551 COST OF STREET EATS	100.00
57200 COST OF FLOWER MAINTENANCE	8,645.00
58200 COST OF CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	0
COST OF CHRISTKINDL MARKET	1,758.49
COST OF CHRISTMAS COOKIE CRAWL	20.00
Total for 58200 COST OF CHRISTMAS IN THE FALLS/CHRISTMAS DOWNTOWN	**$1,778.49**
59900 COST OF GENERAL MARKETING	3,118.10
COST OF CHOCOLATE WALK	2,000.04
COST OF HARVEST FEST	100.00
COST OF LAVENDER FEST	14,296.73
COST OF PICNIC AT THE PLAZA	200.00
Total for Cost of Goods Sold	**$31,867.84**
Gross Profit	**$171,049.30**
Expenses	
40000 CONTRACTED SERVICES	63,797.50
67000 INSURANCE EXPENSE	410.00
67500 INTERNET & FAX	1,173.90

Profit and Loss

MENOMONEE FALLS DOWNTOWN

January 1-September 5, 2025

DISTRIBUTION ACCOUNT	TOTAL
68500 LEGAL AND PROFESSIONAL EXPENSE	4,500.00
71000 OFFICE EXPENSE	1,698.17
74000 RENT OR LEASE EXPENSE	10,850.00
75500 SUBSCRIPTIONS	661.98
76000 TELEPHONE EXPENSE	874.59
77000 WEBSITE HOST/MAINTENANCE	927.68
78000 UTILITIES GAS & ELECTRIC	932.02
78050 UTILITIES SEWER & WATER	297.79
COST OF LADIES NIGHT	203.00
MISC EXPENSE FOR RECONCILIATION	
QUICKBOOKS PAYMENTS FEES	290.73
Total for Expenses	**$86,617.36**
Net Operating Income	**$84,431.94**
Other Income	
SQUARE PAYMENT FEES	-958.57
Total for Other Income	**-$958.57**
Other Expenses	
Net Other Income	**-$958.57**
Net Income	**$83,473.37**

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of September 5, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
10200 REGULAR CHECKING ACCOUNT	-2.50
10400 GENERAL FUNDS	-0.03
10500 BANK FIVE NINE CHECKING ACCOUNT	16,426.20
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	123,024.81
Total for Bank Accounts	**$139,448.48**
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,788.00
Total for Accounts Receivable	**$1,788.00**
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	
11000X ACCOUNTS RECEIVABLESub	
12000 UNDEPOSITED FUNDS	2,216.50
13000 PREPAID RENT EXPENSE	3,100.00
CREDIT CARD RECEIVABLES	
SECURITY DEPOSITS	
Total for Other Current Assets	**$5,316.50**
Total for Current Assets	**$146,552.98**
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	**$151,388.32**

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of September 5, 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	
BOUNCHED CHECK CLEARING	
DIRECT DEPOSIT PAYABLE	
GIFT CERTIFICATES PAYABLE	6,623.29
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	**$6,623.29**
Total for Current Liabilities	**$6,623.29**
Long-term Liabilities	
Total for Liabilities	**$6,623.29**
Equity	
30000 OPENING BALANCE EQUITY	10,822.12
39004 BEGINNING BALANCE EQUITY	
39005 RETAINED EARNINGS(1)	
32000 RETAINED EARNINGS	50,469.54
Net Income	83,473.37
Total for Equity	**$144,765.03**
Total for Liabilities and Equity	**$151,388.32**

VILLAGE OF Menomonee Falls

BID Agenda **4.**

Meeting Date: 09/10/2025

Topic: 2026 BID Operating Plan

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Review and consideration of the draft Business Improvement District 2026 Operating Plan.

Draft 2026 BID Operating Plan

2026 Operating Plan

MENOMONEE FALLS DOWNTOWN

BUSINESS IMPROVEMENT DISTRICT

Menomonee Falls, Wisconsin

MENOMONEE FALLS
DOWNTOWN
wheremain&appletonmeet

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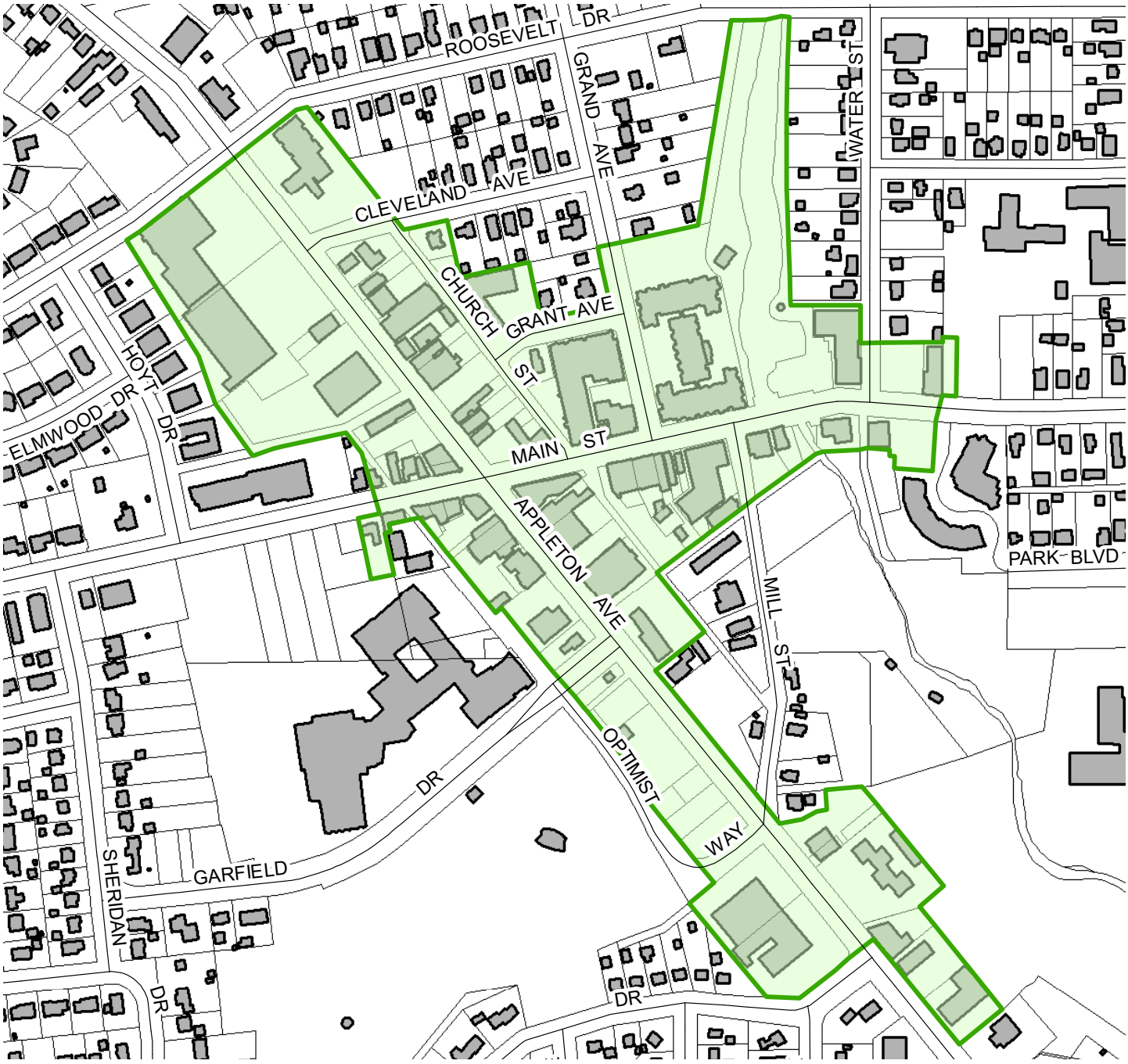
I. INTRODUCTION

The following represents the Operating Plan for the Business Improvement District (BID) in the Village of Menomonee Falls, Wisconsin ("Village") for the calendar year 2026. The Operating Plan has been prepared to define the activities of this Business Improvement District. This Operating Plan complies with the requirements of §66.1109, Wis. Stats., ("BID Statute") which enables the creation and continuation of Business Improvement Districts. It provides a mechanism to assess property owners in the designated area to develop, manage and promote such district. The fiscal year for the BID coincides with the calendar year. The Business Improvement District is shown on the map below entitled **Exhibit A**.

EXHIBIT A

Business Improvement District Boundary



II. PURPOSE

The purpose of this Business Improvement District Operating Plan ("BID Plan") is to promote the development, redevelopment, maintenance, operation, and promotion of the BID, for the economic benefit of all businesses and property owners within the BID.

The BID was created, and the BID Plan adopted, as a private sector initiative for implementing business recruitment and redevelopment opportunities, to promote the orderly development of the Village, and to carry out the economic development strategies in the Land Use and Transportation System Plan For the Village of Menomonee Falls: 2010 adopted by the Plan Commission on September 27, 1989; and in the Overall Economic Development Program Plan adopted by the Village Board on April 20, 1987; and subsequent amendments, and in the Village Centre Master Plan adopted by the Village Board on October 15, 1990. The goals in the 2026 BID Operating Plan align with the recommendations of the 2010 Village Centre Master Plan and support the community-wide vision adopted in the Village's 2015 Comprehensive Plan Update.

Carrying out this purpose, and the goals set forth below, shall assist in the overall economic development strategy of the Village as identified in such plans. Revitalization and redevelopment in the BID are key components to the overall master planning and development of the Village.

The property owners advocating for the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property and business owners and the board of directors of the BID have pledged to work cooperatively together and with Menomonee Falls Events, the Village of Menomonee Falls, and other organizations to enhance the vibrancy of downtown Menomonee Falls.

Chocolate Walk

III. MISSION STATEMENT (adopted May 10, 2017)

The Menomonee Falls Business Improvement District will enhance and promote the Downtown as a vibrant business and entertainment destination for the economic benefit of all businesses and owners and for the satisfaction and enjoyment of the greater community.

IV. 2025 ACCOMPLISHMENTS

The BID improved the economic vitality of Menomonee Falls Downtown through a variety of programs, projects, and strategies. In 2025, the BID played a leading role in promoting Menomonee Falls Downtown as an ideal location to live, work and play. Several noteworthy projects and outcomes are summarized below.

- Continued focus on tourism through partnership with local hotels and advertising statewide
- BID events moved from being self-sustaining to profitable
- Developed relationships with building owners to minimize vacancies and enhance the current business mix
- Landscaping/enhancements to Lime Kiln Park
- Successfully redesigned monthly networking meetings
- Implemented more robust bookkeeping and accounting procedures
- Achieved social media milestone of 14k followers and 30k unique website visitors for the year

Lavender Fest

V. 2026 GOALS & OBJECTIVES

1. **Goal:** Maintain an ongoing business recruitment program, actively work to attract new businesses to the area, and provide support to them.

   Key Objective: *Enhance the current business mix, attract new Downtown retail and restaurant occupants, minimize vacancies, and implement BID business information portal.*

2. **Goal:** Continue to implement downtown enhancements based upon the plan created in 2024.

   Key Objective: *Improve Menomonee Falls Downtown as an inviting destination that draws visitors and consumers.*

3. **Goal:** Increase event revenue.

   Key Objective: *Maintain self-sustainable events and strive for greater profitability through sponsorships, vendor participation and ticketed activities.*

4. **Goal:** Hold special events designed to improve community awareness, attract residents and visitors, and highlight downtown businesses.

   Key Objective: *Draw visitors to the downtown district and increase attendance and income for downtown businesses. Continue to reach outside the immediate local area to bring new shoppers and diners to the area.*

5. **Goal:** Promote Menomonee Falls Downtown as an excellent place to visit, shop, and do business.

   Key Objective: *Increase the use of the Menomonee Falls Downtown District website and social media platforms to promote our downtown offering.*

Downtown Pub Crawl

VI. METHOD OF FINANCING & ASSESSMENT

Funding Overview

The projects proposed in the BID Operating Plan will be funded during the calendar year 2026 by:

a. The remainder of the budgeted amount shown below, by the special assessment process defined in the BID Statute, as applied below.

b. The application of any contributions received by the BID Board, and the proceeds of any special grants, or special financing discovered by the BID Board.

c. A sponsorship program and event revenue.

BID Special Assessment for 2026

The BID assessment is hereby levied by the Village, which shall be a lien against each of the tax parcels of real property contained in the BID, unless exempted as identified herein, under the power of §66.1109, Wis. Stats, calculated by multiplying the assessed value of the real property, as shown in the official records of the Village Assessor as of the adoption of the plan, by $2.39 per one thousand dollars ($1,000.00) of assessed valuation, as adjusted for the Cap formula that follows. If the calculation of the special assessment using this formula would result in an assessment of more than $3,100.00 ("Cap") for any one tax key number, then the assessment for such tax key number shall be $3,100.00. If more than one tax key number is owned by the identical entity or person, and is used as one functional unit, such parcels are effectively one economic unit, and the Cap formula shall apply to such parcels as if they were one tax key number.

This Cap is imposed because it is difficult to apportion the benefits of the BID's activities to each property within the BID. The benefits accruing to BID members from the expenditure of these funds cannot be precisely quantified. Therefore, it is assumed that the burdens and benefits are shared equally be each member up to the level of the Cap.

Falls Harvest Fest

The assessments for 2026 are shown in **Exhibit C**, attached. Such special assessments are hereby levied by the Village by adoption of this BID Plan. Beginning in 1995, and for any future years of the BID District, the amount of the assessment shall be given to the Village 60 days before the commencement of the year for which the new BID Plan is adopted, and the Village shall insert the amount of special assessment on the tax bill for each tax parcel in the BID. The assessment shall then be due with the first installment of real estate taxes and shall carry the same penalties and interest if not so paid.

The Village shall collect such BID assessments and release them to the BID Board by end of February 2026. While the Village is holding such assessments, they shall be held in a segregated account. The BID funds will be maintained and controlled by the BID Board which has all powers necessary to implement this BID Operating Plan.

Special assessments will be levied against all parcels of real property in the BID, except that tax exempt properties, identified as EXEMPT in **Exhibit C**, shall be excluded from the BID, and except that property used exclusively for residential purposes shall not be assessed. Property used exclusively for manufacturing purposes will not be subject to BID assessments.

Voluntary Contributions & Associate BID Members

The BID will accept and solicit contributions, including contributions from private property owners and from property owners and organizations outside of the BID.

Owners of non-commercial property within the BID, and property owners and organizations not located within the BID may become associate members of the BID. Associate members shall be assessed a membership fee of $100 for businesses, $75 for non-profits, and $50 for home-based businesses. Invoices will be sent dated January 1, 2026, and must be paid by January 30, 2026 to qualify for 2026 membership privileges. Associated members joining mid-year will be pro-rated using a 12-month calculation and have 30 days to pay.

Downtown Trick or Treat

VII. 2026 BUDGET

The expenditures proposed in this 2026 BID Operating Plan, all of which will occur in 2026 and in, or for the benefit of the BID, are:

Income

	BID Assessment	$82,835
	Associate BID Membership	$2,600
	Interest	$700
	Village Tourism Funds	$45,000
	Flower Program	$3,625
	Sponsorship and Event Net Income	$68,040
Total Income		**$202,800**

Expenses

Administrative		
	Contract Services (BID Director)	$52,000
	Contract Services (Social Media Manager)	$25,000
	Contract Services (Bookkeeper)	$3,500
	Dues, Subscriptions, Conferences	$12,750
	Travel Internet, Phone, Postage	$1,750
	Legal and Professional Fees	$6,050
	Insurance	$1,200
	Office Supplies & Printing	$2,000
	Rent, Maintenance	$21,000
	Total Administrative	**$125,250**
Environment		
	Flowers/watering & beautification	$10,000
	Total Environment	**$10,000**
Marketing		
	BID Downtown Events	$63,350
	Gifts, Gift Certificates	$2,500
	Web Hosting & Updates	$1,700
	Total Marketing	**$67,550**
Total Expenses		**$202,800**

These expenditures will cover the following types of costs:

1. Retaining necessary staff or outside contractors to undertake and perform specific activities and functions as determined by the BID Board to carry out this BID Plan.
2. Maintain BID office space to carry out these functions, and perform other requirements as dictated by the BID Statute.
3. Implement the goals as detailed in this 2026 BID Operating Plan and budgeted for in the 2026 BID Budget.

VIII. GENERAL

Legal opinion is shown in **Exhibit D** verifying that State statutes have been followed in preparation of this plan.

The BID is within the Village and is composed of contiguous parcels subject to general real estate taxes. Parcels of property located within the boundaries of the BID as shown on **Exhibit A**, but not subject to general real estate taxes, on the date the BID Plan for each year is adopted by the Village Board, are hereby excluded from the BID, by definition, and are not assessed.

The BID Board shall prepare and present to the Village each year, as required by the BID Statute, an accounting of funds previously expended, recommendations for any seats on the BID Board becoming vacant, and a proposed budget and Plan for the following calendar year, containing such amendments as they feel are proper.

The Village Manager should continue to designate a Village employee to record the meetings of the Board of Directors of the BID.

IX. BOARD OF DIRECTORS

General Authority

As authorized by Wisconsin Statue Section 66.1109(3)(d), the Board of Directors of the BID shall have all powers necessary or convenient to implement the operating plan, including the authority to contract.

Officers

- Gus Straub, President *Bank Five Nine*
- Layla Obregon, Vice President, *Poppy & Thyme*
- Maxx Forti, Treasurer, *The McLario Firm*

Board Members

- Katie Kress, *Village Board Trustee*
- Jeff Kaus, *Community Development Authority*
- Christina Falkowski-Kraemer, *Midvintec*
- David Johnson, *North Shore Environmental Construction*
- Nicholas Oliver, *Redbird Security*

Christkindl Market

EXHIBIT B

2026 BID Calendar of Events

First Quarter
- Downtown Chocolate Walk
- Downtown Pub Crawl

Second Quarter
- Make & Take Week

Third Quarter
- Falls Lavender Week- Shop, Sip & Stroll
- Falls Lavender Fest
- Ladies Night

Fourth Quarter
- Downtown Scarecrow Contest
- Falls Harvest Fest
- Downtown Trick or Treat
- Christmas in the Falls
  - Small Business Saturday
  - Elfie Scavenger Hunt
  - Downtown Cookie Crawl
  - Falls Christkindl Market

EXHIBIT C

2026 BID Assessment (Based on 2025 Property Assessments)

Tax Key	Owner	Location	Land	Improvements	Total	Class	Final BID Cap at $3,100
0011098	BURTON N BRODY	N89W16667 GRANT AVE	92400	166300	$ 258,700.00	A	$ -
0011107	SCOTT PROELL REAL ESTATE LLC	N89W16745 CLEVELAND AVE	89200	85500	$ 174,700.00	A	$ -
0011354004	GERALD SPREDEMANN	W164N8925 WATER ST - UNIT 301	32600	165200	$ 197,800.00	A	$ -
0011354005	TIMOTHY T CORKUM	W164N8925 WATER ST	32600	202000	$ 234,600.00	A	$ -
0011354006	PARKS LIVING TRUST	W164N8925 WATER ST - #303	32600	151900	$ 184,500.00	A	$ -
0011354007	JOSEPH J CADRETTE	W164N8925 WATER ST - 304	32600	171400	$ 204,000.00	A	$ -
0011354008	BRANDEN CHOBOT	W164N8925 WATER ST - 305	32600	153000	$ 185,600.00	A	$ -
0011354009	CHRISTIN M CAREY	W164N8925 WATER ST - 306	32600	163100	$ 195,700.00	A	$ -
0011354010	JAMES DELUHERY	W164N8925 WATER ST - #307	32600	149800	$ 182,400.00	A	$ -
0011354011	SCOTT E NELSON	W164N8925 WATER ST - #308	32600	181200	$ 213,800.00	A	$ -
0011354012	RED ELEPHANT LEGACY LLC	W164N8925 WATER ST - 309	32600	156700	$ 189,300.00	A	$ -
0011354013	JUDITH E HAAS	W164N8925 WATER ST - 310	32600	175600	$ 208,200.00	A	$ -
0011354014	KELLIE WOLBER	W164N8925 WATER ST - 401	32600	185100	$ 217,700.00	A	$ -
0011354015	KIRK J BEHRENDT SR	W164N8925 WATER ST - 402	32600	198900	$ 231,500.00	A	$ -
0011354016	BRENDA A CLINE	W164N8925 WATER ST - 503	32600	151900	$ 184,500.00	A	$ -
0011354017	AUSTIN STADLER	W164N8925 WATER ST - 404	32600	171400	$ 204,000.00	A	$ -
0011354018	THADDEUS J DOWNS	W164N8925 WATER ST #405	32600	153000	$ 185,600.00	A	$ -
0011354019	JEFFREY MINTON	W164N8925 WATER ST #406	32600	163100	$ 195,700.00	A	$ -
0011354020	JUDITH E WOLFGRAM	W164N8925 WATER ST - 407	32600	150500	$ 183,100.00	A	$ -
0011354021	BERNHARD SCHMIDT	W164N8925 WATER ST - 408	32600	181200	$ 213,800.00	A	$ -
0011354022	RONALD D WHITT	W164N8925 WATER ST - 409	32600	180100	$ 212,700.00	A	$ -
0011354023	RAY AND CAROLE ANDERSON TRUST	W164N8925 WATER ST #410	32600	181200	$ 213,800.00	A	$ -
0011354024	JULIUS AND LAURA RUFF 2006 REVOCABLE	W164N8925 WATER ST - 501	32600	295000	$ 327,600.00	A	$ -
0011354025	ERIC PAPENTHIEN	W164N8925 WATER ST - #502	32600	208200	$ 240,800.00	A	$ -
0011354026	THOMAS C CROATT	W164N8925 WATER ST UNIT 503	32600	349900	$ 382,500.00	A	$ -
0011354027	MARK A AND MARY L WILKE REVOCABLE TRUST	W164N8925 WATER ST #504	32600	273200	$ 305,800.00	A	$ -
0011354028	BEHROOZ DAVAZDAHEMAMI	W164N8925 WATER ST - 505	32600	327600	$ 360,200.00	A	$ -
0011095	SHAMROCK HOLDINGS LLC	N88W16606 MAIN ST	14300	113300	$ 127,600.00	B	$ 304.96
0011106	J&L NELESSEN LLC	N89W16688 GRANT AVE	176400	606300	$ 782,700.00	B	$ 1,870.65
0011207	MCMAIN STREET LLC	N88W16662 MAIN ST	60200	145100	$ 205,300.00	B	$ 490.67
0011209	HANSON WATER WORKS INC	N88W16712 APPLETON AVE	72800	202300	$ 275,100.00	B	$ 657.49
0011210	HARVEY A FRIESS	N88W16718 & 16716 APPLETON AVE	81500	324500	$ 406,000.00	B	$ 970.34
0011211	MIREDA LLC	N88W16726 APPLETON AVE	70000	358800	$ 428,800.00	B	$ 1,024.83
0011213	MANNAT LLC	N89W16744 APPLETON AVE	131500	675900	$ 807,400.00	B	$ 1,929.69
0011214	APPLETON AVENUE MOY FAMILY LLC	N89W16754 APPLETON AVE	72600	284500	$ 357,100.00	B	$ 853.47
0011215	N89 W16764 APPLETON AVENUE LLC	N89W16764 APPLETON AVE	120000	383300	$ 503,300.00	B	$ 1,202.89
0011216	SCOTT PROELL REAL ESTATE LLC	N89W16776 APPLETON AVE	148000	255200	$ 403,200.00	B	$ 963.65
0011217	DUNNE COMMERCIAL PROPERTIES LLC	N89W16790 APPLETON AVE	125800	126100	$ 251,900.00	B	$ 602.04
0011218	PEACE YOGA STUDIO LLC	N89W16800 APPLETON AVE	83800	92700	$ 176,500.00	B	$ 421.84
0011219	ABDUL HAQ	N89W16812 APPLETON AVE	186000	392700	$ 578,700.00	B	$ 1,383.09
0011228	DUNNE COMMERCIAL PROPERTIES L.L.C.	N89W16811 APPLETON AVE	87400	150500	$ 237,900.00	B	$ 568.58
0011229	FPOC LLC	N89W16785 APPLETON AVE	594100	920100	$ 1,514,200.00	B	$ 3,100.00
0011233	LJB INVESTMENTS LLC	N88W16761 APPLETON AVE	82900	261000	$ 343,900.00	B	$ 821.92
0011234	BRADLEY PROPERTY HOLDINGS II LLC	N88W16747 APPLETON AVE	105400	0	$ 105,400.00	B	$ 251.91
0011235	BRADLEY PROPERTY HOLDINGS LLC	N88W16731-33 APPLETON AVE	39900	360700	$ 400,600.00	B	$ 957.43
0011236	CW FRASER BUILDING LLC	N88W16723 APPLETON AVE	26800	336800	$ 363,600.00	B	$ 869.00
0011238	KATHLEEN V PAPE	N88W16784 MAIN ST	23400	46400	$ 69,800.00	B	$ 166.82
0011260	FALLS MAIN STREET PROPERTY LLC	N88W16791 MAIN ST	61400	122600	$ 184,000.00	B	$ 439.76
0011262	MBG PROPERTY LLC	N88W16749 MAIN ST	40300	103700	$ 144,000.00	B	$ 344.16
0011263	BONNIE L HANRAHAN	N88W16739 MAIN ST	37600	114500	$ 152,100.00	B	$ 363.52
0011264	BRIAN W MOHR	N88W16733 MAIN ST	32100	158200	$ 190,300.00	B	$ 454.82
0011265	SAL N DAQUISTO	N88W16697 APPLETON AVE	124000	376000	$ 500,000.00	B	$ 1,195.00
0011266	WILD RICE RIVER LLC	N88W16691 APPLETON AVE	41800	76600	$ 118,400.00	B	$ 282.98
0011274	MARCY REAL ESTATE LLC	N88W16621 APPLETON AVE	95900	443300	$ 539,200.00	B	$ 1,288.69
0011287	JBJRESIDENTIAL LIMITED PARTNERSHIP	W164N8859 MILL ST	43700	11000	$ 54,700.00	B	$ 130.73
0011288	JBJRESIDENTIAL LIMITED PARTNERSHIP	N88W16521 MAIN ST	313200	2149900	$ 2,463,100.00	B	$ 3,100.00
0011290	JBJRESIDENTIAL LIMITED PARTNERSHIP	N88W16551 MAIN ST	26800	190000	$ 216,800.00	B	$ 518.15
0011291	JBJRESIDENTIAL LIMITED PARTNERSHIP	N88W16557 MAIN ST	40900	196200	$ 237,100.00	B	$ 566.67
0011292	JBJRESIDENTIAL LIMITED PARTNERSHIP	N88W16567 MAIN ST	66800	164300	$ 231,100.00	B	$ 552.33
0011293	JBJRESIDENTIAL LIMITED PARTNERSHIP	N88W16573 MAIN ST	103000	427400	$ 530,400.00	B	$ 1,267.66
0011295	JBJRESIDENTIAL LTD PARTNERSHIP	N88W16593 MAIN ST	93100	542800	$ 635,900.00	B	$ 1,519.80
0011296	TONY SGROI	N88W16683 MAIN ST	99800	8100	$ 107,900.00	B	$ 257.88
0011297	JBJ RESIDENTIAL LTD PTNRSHP	N88W16597 MAIN ST	14700	17600	$ 32,300.00	B	$ 77.20
0011302	SHEPARD INVESTMENT PROPERTIES LLC	N88W16683 MAIN ST	112000	535800	$ 647,800.00	B	$ 1,548.24
0011305	KAL LIMITED PARTNERSHIP	N88W16644 APPLETON AVE	170600	374000	$ 544,600.00	B	$ 1,301.59
0011307	LEAP PROPERTIES LLC	N88W16624 APPLETON AVE	260000	570400	$ 830,400.00	B	$ 1,984.66
0011308	PNC BANK NATIONAL ASSOCIATION	N88W16586 APPLETON AVE	401000	460500	$ 861,500.00	B	$ 2,058.99
0011323	VEJC MILL FALLS RENTALS LLC	N88W16447 MAIN ST	99300	854400	$ 953,700.00	B	$ 2,279.34
0011324	KAREN A SUNDQUIST	N88W16475 MAIN ST	68500	200100	$ 268,600.00	B	$ 641.95
0011325	WISCO PUB REALTY LLC	N88W16495 MAIN ST	120500	255100	$ 375,600.00	B	$ 897.68

Tax Key	Owner	Location	Land	Improvements	Total	Class	Final BID Cap at $3,100
0011326	B&B SEIDER PROPERTIES, LLC	N89W16370 MAIN ST	152600	0	$ 152,600.00	B	$ 364.71
0011327	B&B SEIDER PROPERTIES, LLC	N89W16342 MAIN ST	73900	477600	$ 551,500.00	B	$ 1,318.09
0011332	B&B SEIDER PROPERTIES, LLC	N89W16340 MAIN ST	30200	0	$ 30,200.00	B	$ 72.18
0037976	DFMF, LLC	N86W16340 APPLETON AVE	234900	278200	$ 513,100.00	B	$ 1,226.31
0037981	DFMF, LLC	N86W16370 APPLETON AVE	206100	511800	$ 717,900.00	B	$ 1,715.78
0037982	SPIN-KOM LLC	N86W16392 APPLETON AVE	187700	272000	$ 459,700.00	B	$ 1,098.68
0038992	RALPH N & SUSAN C KRUEGER LIVING TRUST	N87W16471 APPLETON AVE	431100	530900	$ 962,000.00	B	$ 2,299.18
0038994	LAMBRIGHT TRANSIT LLC	N87W16458 APPLETON AVE	49100	227400	$ 276,500.00	B	$ 660.84
0038995	MFAH, INC.	N87W16464 APPLETON AVE	172800	182300	$ 355,100.00	B	$ 848.69
0011065008	COLONIAL APPLETON AVENUE LLC	N89W16895 APPLETON AVE	512200	4595900	$ 5,108,100.00	B	$ 3,100.00
0011065009	MILLER FIVE LLC	N89W16895 APPLETON AVE	590300	3959900	$ 4,550,200.00	B	$ 3,100.00
0011093001	ACRE ON MAIN LLC	N88W16586 MAIN ST	156700	1092400	$ 1,249,100.00	B	$ 2,985.35
0011096001	RIVERWALK ON THE FALLS II LLC	W167N8921 GRAND AVE	530000	11372800	$ 11,902,800.00	B	$ 3,100.00
0011107001	SCOTT PROELL REAL ESTATE LLC	W167N8950 CHURCH ST	7000	5200	$ 12,200.00	B	$ 29.16
0011133003	RIVERWALK ON THE FALLS LLC	W165N8910 GRAND AVE/N88W16498 MAIN ST	1966900	16506400	$ 18,473,300.00	B	$ 3,100.00
0011237001	STERLING ESTATES LLC	N88W16750-56 MAIN ST	101300	206900	$ 308,200.00	B	$ 736.60
0011237002	STERLING ESTATES LLC	N88W16748 MAIN ST	18900	73500	$ 92,400.00	B	$ 220.84
0011261001	WILD RICE RIVER LLC	N88W16783 MAIN ST	32300	255500	$ 287,800.00	B	$ 687.84
0011269004	SHEPARD INVESTMENT PROPERTIES LLC	N88W16683 APPLETON AVE	81000	392100	$ 473,100.00	B	$ 1,130.71
0011269005	ATT HOSPITALITY LLC	N88W16669-61-53 APPLETON AVE	97800	610700	$ 708,500.00	B	$ 1,693.32
0011269007	APPLETON 175, LLC	N88W16631 APPLETON AVE	274100	1789200	$ 2,063,300.00	B	$ 3,100.00
0011321001	DIGGIE RUGGER LLC	N89W16389 MAIN ST	213200	348500	$ 561,700.00	B	$ 1,342.46
0011354002	MAIN ST LLC	N89W16416 MAIN ST - 101	40600	197000	$ 237,600.00	B	$ 567.86
0011354003	JAENDO FALLS PROPERTY MANAGEMENT, LLC	N89W16424 MAIN ST - 201	40600	163500	$ 204,100.00	B	$ 487.80
0038992001	DJK71 INVESTMENTS LLC	N86W16451 APPLETON AVE	530400	395300	$ 925,700.00	B	$ 2,212.42
0038993001	RAD IN THE FALLS, LLC	N87W16432 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993002	RAD IN THE FALLS, LLC	N87W16430 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993003	AG REAL ESTATE LLC	N87W16422 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993004	AG REAL ESTATE LLC	N87W16420 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993005	AMMAR MADANLY	N87W16412 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993006	AG REAL ESTATE LLC	N87W16410 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993007	VIP SALON LLC	N87W16402 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0038993008	VIP SALON LLC	N87W16400 APPLETON AVE	63300	101700	$ 165,000.00	B	$ 394.35
0011304	HOCK LLC	N88W16654 APPLETON AVE	0	0	$ -	C	
0011205	VILLAGE OF MENO FALLS	N88W16688 MAIN ST	0	0	$ -	EXEMPT	
0011208	FRED HENRIZI POST 382 AMERICAN LEGION	N88W16652 MAIN ST	0	0	$ -	EXEMPT	
0011212	VILLAGE OF MENOMONEE FALLS	N88W16734 APPLETON AVE	0	0	$ -	EXEMPT	
0011276	VILLAGE OF MENOMONEE FALLS	N87W16599 APPLETON AVE	0	0	$ -	EXEMPT	
0011277	VILLAGE OF MENOMONEE FALLS	N87W16585 APPLETON AVE	0	0	$ -	EXEMPT	
0011278	VILLAGE OF MENOMONEE FALLS	N87W16555 APPLETON AVE	0	0	$ -	EXEMPT	
0011306	VILLAGE OF MENOMONEE FALLS	N88W16634 APPLETON AVE	0	0	$ -	EXEMPT	
0011133004	VILLAGE OF MENOMONEE FALLS	ROOSEVELT DR	0	0	$ -	EXEMPT	
0011133005	VILLAGE OF MENOMONEE FALLS	ROOSEVELT DR	0	0	$ -	EXEMPT	
0011133006	VILLAGE OF MENOMONEE FALLS	ROOSEVELT DR	0	0	$ -	EXEMPT	
0011220002	ST PAULS UNITED CHURCH OF CHRIST	N89W16856 APPLETON AVE	0	0	$ -	EXEMPT	
0011280011	VILLAGE OF MENOMONEE FALLS	N87W16531 APPLETON AVE	0	0	$ -	EXEMPT	
0011280012	VILLAGE OF MENOMONEE FALLS	N87W16521 APPLETON AVE	0	0	$ -	EXEMPT	
0011280013	VILLAGE OF MENOMONEE FALLS	N87W16505 APPLETON AVE	0	0	$ -	EXEMPT	
0011280014	VILLAGE OF MENOMONEE FALLS	N87W16543-5 MILL ST	0	0	$ -	EXEMPT	
				TOTAL ASSESSMENT	$ 77,743,800.00		$ 82,836.68

EXHIBIT D
Legal Opinion

VILLAGE OF Menomonee Falls

Office of the Village Attorney

September 4, 2025

Mr. Mark Fitzgerald, Village Manager
Village of Menomonee Falls
W156N8480 Pilgrim Road
Menomonee Falls, WI 53051

Re: Review of 2026 Operating Plan of the Business Improvement District as Required by Wis. Stats. § 66.1109(1)(f)5

Mr. Fitzgerald:

I have reviewed the draft of the 2026 Operating Plan of the Menomonee Falls Business Improvement District for the downtown area. I understand the Village Board will be reviewing and considering approval of this draft operating plan on September 15, 2025. The plan I reviewed contains the required information and is in compliance with Wis. Stats. §66.1109(1)(f)1-4.

A copy of this letter will be attached to the 2026 Operating Plan as Exhibit D.

Very truly yours,

VILLAGE OF MENOMONEE FALLS

Adam C. Koenings
Village Attorney