



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, October 8, 2025, 9:00 a.m.

1. Call to Order.
2. Approval of Minutes from September 10, 2025 meeting.
3. Treasurer's Report.
4. Discussion of possible event on July 4, 2026 at Village Park.
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: 10/08/2025

Topic: Approval of Minutes from September 10, 2025 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from September 10, 2025 meeting.

BID Minutes - 09-10-25

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

September 10, 2025

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

Absent: Katie Kress, Member; Jeffrey Kaus, CDA Representative

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

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

APPROVAL OF MINUTES:

Motion by Treasurer Maxx Forti, second by Member David Johnson to approve the minutes of the August 20, 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.

BUSINESS IMPROVEMENT DISTRICT 2026 OPERATING PLAN:

Motion by Member Nicholas Oliver, second by Member Layla Obregon to approve the Business Improvement District 2026 Operating Plan and submit the Plan to the Village Board for approval at the September 15, 2025 Village Board meeting.

Vote: 6 - 0 Motion Carried

BID DIRECTOR'S REPORT:

BID Director Michelle Frie reported that Ladies Night on September 11th will have 20 downtown businesses participating and there will be music at Centennial Plaza. There will be a Downtown Business Scarecrow Contest that runs from September 22nd to October 3rd. There are 15 businesses participating, and each will create a scarecrow that represents their business. The public has 2 weeks to vote online, and the winner will be announced at Harvest Fest. Harvest Fest will be held on October 4th, and there are 52 vendors at this point. Third Space Brewing is hosting a beer garden, and there are 10 businesses participating in a chili cook-off with the public voting on a winner. Wagon rides will be provided as a ticketed event. Elite Sports Club of Brookfield will be hosting a Kid Zone at Harvest Fest with inflatables and games. There will also be live music and food trucks. Three Cellars joined the BID as an Associate Member in August. Planet Fitness has moved into its new space on Main Street. Pop's Frozen Custard has closed, and there is no new tenant for their space yet. Construction of the additional parking lot at Village Park has begun. The Mill Pond Park river/waterfall project will begin in October after Harvest Fest and will continue into 2026.

FUTURE MEETING:

Members of the BID Board discussed holding the meetings on the second Wednesday of the month instead of the third Wednesday. BID business owners noted upcoming holiday events are later in the month, so meeting earlier in the month would free their calendars for holiday event tasks. Jeff Kaus also presents a BID Board update at the CDA meetings (held the third Monday of the month), so if the BID Board met the second Wednesday of the month, Jeff would have the most current update for the CDA. The BID Board agreed that moving the monthly meeting would be appropriate, and the next BID Board meeting will be scheduled for Wednesday, October 8, 2025 at 9:00 AM.

ADJOURNMENT:

Motion by Member Christina Falkowski-Kraemer, second by Member Layla Obregon to adjourn.

Vote: 6 - 0 Motion Carried

The Business Improvement District meeting adjourned at 9:46 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

3.

Meeting Date: 10/08/2025

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-October 6, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
40200 BID TAX ASSESSMENT	83,112.50
40300 VILLAGE TOURISM FUNDING	45,000.00
40800 INCOME INTEREST	1,319.76
41100 INCOME BEER CRAWL	6,120.00
41150 INCOME CHOCOLATE WALK	5,405.00
41350 INCOME HARVEST FEST	\$13,200.00
41125 INCOME CHILI COOK OFF	60.00
41370 INCOME BEER TASTING	30.00
Total for 41350 INCOME HARVEST FEST	\$13,290.00
41400 INCOME LADIES NIGHT	800.00
41450 INCOME LAVENDER FEST	28,152.00
41475 INCOME MAKE & TAKE SHOP HOP	400.00
41551 INCOME STREET EATS	1,500.00
42400 INCOME CHRISTMAS IN THE FALLS	
42420 INCOME CHRISTKINDL MARKET	17,900.00
Total for 42400 INCOME CHRISTMAS IN THE FALLS	\$17,900.00
44250 INCOME FLOWER MAINTENANCE/FLOWER POTS	3,625.00
44275 INCOME GENERAL MARKETING	
44500 INCOME SANDWICH BOARDS	81.00
Total for 44275 INCOME GENERAL MARKETING	\$81.00
44350 MISC INCOME	193.03
44400 INCOME HALLOWEEN	150.00
44600 ASSOCIATE BID MEMBERSHIP FEE	2,658.50
44650 INCOME SOUVENIRS	
44651 T-shirts	16.00
44652 Totes	62.00
44653 Gluhwein Mugs	20.00
44655 Postcards	3.00
Total for 44650 INCOME SOUVENIRS	\$101.00
SALES	0.00
Total for Income	\$209,807.79
Cost of Goods Sold	
51000 COST OF BEER CRAWL	1,193.48
51400 COST OF LADIES NIGHT	780.20
51475 COST OF MAKE & TAKE SHOP HOP	436.00
51551 COST OF STREET EATS	100.00
57200 COST OF FLOWER MAINTENANCE	9,360.00

Profit and Loss

MENOMONEE FALLS DOWNTOWN

January 1-October 6, 2025

DISTRIBUTION ACCOUNT	TOTAL
58200 COST OF CHRISTMAS IN THE FALLS	
COST OF CHRISTKINDL MARKET	1,758.49
COST OF CHRISTMAS COOKIE CRAWL	20.00
Total for 58200 COST OF CHRISTMAS IN THE FALLS	\$1,778.49
59900 COST OF GENERAL MARKETING	3,182.10
COST OF CHOCOLATE WALK	2,000.04
COST OF HARVEST FEST	\$7,046.30
51125 COST OF CHILI COOK OFF	70.71
Total for COST OF HARVEST FEST	\$7,117.01
COST OF LAVENDER FEST	14,446.73
COST OF PICNIC AT THE PLAZA	200.00
Total for Cost of Goods Sold	\$40,594.05
Gross Profit	\$169,213.74
Expenses	
40000 CONTRACTED SERVICES	71,468.00
62000 BANK CHARGES	12.00
67000 INSURANCE EXPENSE	410.00
67500 INTERNET & FAX	1,173.90
68500 LEGAL AND PROFESSIONAL EXPENSE	4,500.00
71000 OFFICE EXPENSE	1,928.17
74000 RENT OR LEASE EXPENSE	14,042.00
75500 SUBSCRIPTIONS	1,142.46
76000 TELEPHONE EXPENSE	1,019.59
77000 WEBSITE HOST/MAINTENANCE	1,187.04
78000 UTILITIES GAS & ELECTRIC	1,032.88
78050 UTILITIES SEWER & WATER	297.79
MISC EXPENSE FOR RECONCILIATION	0.00
QUICKBOOKS PAYMENTS FEES	474.26
SQUARE PAYMENT FEES	1,516.18
Total for Expenses	\$100,204.27
Net Operating Income	\$69,009.47
Other Income	
Other Expenses	
Net Other Income	
Net Income	\$69,009.47

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of October 6, 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	2,903.92
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	123,432.24
Total for Bank Accounts	\$126,333.63
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,008.00
Total for Accounts Receivable	\$1,008.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	1,822.45
13000 PREPAID RENT EXPENSE	3,100.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total for Other Current Assets	\$4,922.45
Total for Current Assets	\$132,264.08
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	-7,732.44
COMPUTER	\$0.00
DEPRICIATION	0.00
Total for COMPUTER	\$0.00
ENHANCEMENTS	0.00
Total for Fixed Assets	\$4,835.34
Other Assets	
Total for Assets	\$137,099.42

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of October 6, 2025

DISTRIBUTION ACCOUNT	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 ACCOUNTS PAYABLE	0.00
Total for Accounts Payable	\$0.00
Credit Cards	
Other Current Liabilities	
23300 PAYROLL DEDUCTIONS PAYABLE	0.00
30400 DEFERRED REVENUE	0.00
Accrued Rent Expense	0.00
BOUNCED CHECK CLEARING	0.00
DIRECT DEPOSIT PAYABLE	0.00
GIFT CERTIFICATES PAYABLE	6,798.29
PAYROLL LIABILITIES	\$0.00
FEDERAL TAXES (941/944)	0.00
MANUAL CHECK	0.00
WI INCOME TAX	0.00
WI SUI EMPLOYER	0.00
Total for PAYROLL LIABILITIES	\$0.00
WISCONSIN DEPARTMENT OF REVENUE PAYABLE	0.00
Total for Other Current Liabilities	\$6,798.29
Total for Current Liabilities	\$6,798.29
Long-term Liabilities	
Total for Liabilities	\$6,798.29
Equity	
30000 OPENING BALANCE EQUITY	10,822.12
39004 BEGINNING BALANCE EQUITY	0.00
39005 RETAINED EARNINGS(1)	0.00
32000 RETAINED EARNINGS	50,469.54
Net Income	69,009.47
Total for Equity	\$130,301.13
Total for Liabilities and Equity	\$137,099.42