



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, November 12, 2025, 9:00 a.m.

1. Call to Order.
2. Approval of Minutes from October 8, 2025 meeting.
3. Treasurer's Report.
4. Discuss reappointment of Layla Obregon to the BID Board after her term ends on December 31, 2025.
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: 11/12/2025

Topic: Approval of Minutes from October 8, 2025 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from October 8, 2025 meeting.

BID Minutes - 10-08-25

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

October 8, 2025

Present: Katie Kress, Member; Layla Obregon, Member; Christina Falkowski-Kraemer, Member; David Johnson, Member; Gus Straub, President

Absent: Maxx Forti, Treasurer; Jeffrey Kaus, CDA Representative; Nicholas Oliver, Member

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

Gus Straub called the meeting to order at 9:07 AM.

APPROVAL OF MINUTES:

Motion by Member Katie Kress, second by Member Christina Falkowski-Kraemer to approve the minutes of the September 10, 2025 meeting.

Vote: 5 - 0 Motion Carried

TREASURER'S REPORT:

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

DISCUSSION OF EVENT AT VILLAGE PARK ON JULY 4, 2026:

The BID Board discussed a possible sponsorship in an event at Village Park on July 4, 2026. More information will be gathered from Steve Chmielewski of Menomonee Falls Events and the matter will be discussed at a future meeting.

BID DIRECTOR'S REPORT:

BID Director Michelle Frie reported that the Ladies Night event on September 11th was very successful with over 200 participants. The sponsors (Poppy & Thyme, Three Cellars, Empire Home Remodeling and Falls Liquor) gave positive feedback on the event. The Scarecrow Contest ran from September 22nd to October 3rd and had 15 businesses participating. The public voted online (2,239 votes), and the winner was the American Legion Post Auxiliary. The Harvest Fest event was held on October 4th, and Chris Forston of Falls Cable Access provided a video of the event. There were 53 vendors involved in the event, and the Beer Garden was hosted by Third Space Brewing. There was also a Chili Cook-Off with six businesses participating, and voting had Third Space as the winner. The wagon rides were popular and were full all day. The KidZone hosted by Elite Sports Club of Brookfield had multiple inflatables was also popular with attendees. The Trick or Treat event will be held in the downtown on October 23rd. The American Legion Post will spearhead the event, and Main Street will be closed as an extra safety measure. The BID will be working with TMJ4 with their "What's Brewing" for three segments. One segment will focus on Small Business Saturday, and businesses can participate to be highlighted in the event. There will also be segments that focus on the Christkindl Market and the Cookie Crawl. The owner of the former AJ O'Brady's would like to keep the property as a bar/restaurant, and there will be a deep cleaning of the building soon. The El Jimador restaurant should be opening soon, but there is still quite a bit of work that needs to be done.

FUTURE MEETING:

The next BID Board meeting is scheduled for November 12, 2025 at 9:00 AM.

ADJOURNMENT:

Motion by Member Katie Kress, second by Member Layla Obregon to adjourn.

Vote: 5 - 0 Motion Carried

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

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

3.

Meeting Date: 11/12/2025

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-November 7, 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	\$13,350.00
41125 INCOME CHILI COOK OFF	620.00
41130 INCOME WAGON RIDES	661.00
41370 INCOME BEER TASTING	200.00
Total for 41350 INCOME HARVEST FEST	\$14,831.00
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	\$2,025.00
42420 INCOME CHRISTKINDL MARKET	19,700.00
42430 INCOME CHRISTMAS COOKIE CRAWL	375.00
Total for 42400 INCOME CHRISTMAS IN THE FALLS	\$22,100.00
44250 INCOME FLOWER MAINTENANCE/FLOWER POTS	3,820.00
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	2,713.49
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	\$215,798.78
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	10,820.00

Profit and Loss

MENOMONEE FALLS DOWNTOWN

January 1-November 7, 2025

DISTRIBUTION ACCOUNT	TOTAL
58200 COST OF CHRISTMAS IN THE FALLS	\$358.00
COST OF CHRISTKINDL MARKET	1,758.49
COST OF CHRISTMAS COOKIE CRAWL	219.58
Total for 58200 COST OF CHRISTMAS IN THE FALLS	\$2,336.07
59900 COST OF GENERAL MARKETING	3,182.10
COST OF CHOCOLATE WALK	2,000.04
COST OF HARVEST FEST	\$7,823.65
51125 COST OF CHILI COOK OFF	3.06
Total for COST OF HARVEST FEST	\$7,826.71
COST OF LAVENDER FEST	14,446.73
COST OF PICNIC AT THE PLAZA	200.00
Total for Cost of Goods Sold	\$43,321.33
Gross Profit	\$172,477.45
Expenses	
40000 CONTRACTED SERVICES	78,456.50
62000 BANK CHARGES	12.00
67000 INSURANCE EXPENSE	410.00
67500 INTERNET & FAX	1,318.90
68500 LEGAL AND PROFESSIONAL EXPENSE	4,500.00
71000 OFFICE EXPENSE	2,118.36
73500 POSTAGE EXPENSE	33.10
74000 RENT OR LEASE EXPENSE	15,638.00
75500 SUBSCRIPTIONS	1,556.23
76000 TELEPHONE EXPENSE	1,019.59
77000 WEBSITE HOST/MAINTENANCE	1,394.96
78000 UTILITIES GAS & ELECTRIC	1,112.40
78050 UTILITIES SEWER & WATER	390.52
MISC EXPENSE FOR RECONCILIATION	0.00
QUICKBOOKS PAYMENTS FEES	611.29
SQUARE PAYMENT FEES	1,590.89
Total for Expenses	\$110,162.74
Net Operating Income	\$62,314.71
Other Income	
Other Expenses	
Net Other Income	
Net Income	\$62,314.71

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of November 7, 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	6,747.16
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	113,432.24
Total for Bank Accounts	\$120,176.87
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,580.00
Total for Accounts Receivable	\$1,580.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	712.45
13000 PREPAID RENT EXPENSE	3,100.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total for Other Current Assets	\$3,812.45
Total for Current Assets	\$125,569.32
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	\$130,404.66

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of November 7, 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	62,314.71
Total for Equity	\$123,606.37
Total for Liabilities and Equity	\$130,404.66