



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, January 14, 2026, 9:00 a.m.

1. Call to Order.
2. Approval of Minutes from November 12, 2025 meeting.
3. Report for 2025 by Marketing Manager, Courtney Krueger.
4. Treasurer's Report.
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: 01/14/2026

Topic: Approval of Minutes from November 12, 2025 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from November 12, 2025 meeting.

BID Minutes - 11-12-25

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

November 12, 2025

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

Absent: David Johnson, Member; Nicholas Oliver, Member

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 Member Christina Falkowski-Kraemer, second by Treasurer Maxx Forti to approve the minutes of the October 8, 2025 meeting.

Vote: 5 - 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. Member Katie Kress arrived at 9:08 AM.

REAPPOINTMENT OF LAYLA OBREGON TO THE BID BOARD:

Motion by CDA Representative Jeffrey Kaus, second by Treasurer Maxx Forti to reappoint Layla Obregon for an additional two-year term on the BID Board (term to expire on December 31, 2027).

Vote: 5 - 0 Motion Carried

BID DIRECTOR'S REPORT:

BID Director Michelle Frie reported that Small Business Saturday will be held on November 29th with entertainment at Centennial Plaza. The tree lighting will occur at 6 PM with Ray and Marian Ertzel lighting the tree. Jeremy Walz and Gus Straub will share greetings, and the Falls Patio Players will be in attendance. The Cookie Crawl will be December 5th and 6th and will be sponsored by Chocolate Falls. There will be 18 business stops, and the BID plans to sell 200 boxes (up 50 boxes from last year). Preorders came in before the campaign was launched, and 88 boxes have been sold so far. The Falls Christkindl Market will be held on December 13th with Bank Five Nine as the presenting sponsor. The Kinder Korner area will be sponsored by Fleet Farm. The Holiday Vendor Market will be held at Mill Pond Park with 54 vendors. There will be carriage rides, a food and beer garden, reindeer, Mr. and Mrs. Clause, and a meet-and-greet with Princesses Elsa and Anna. Volunteers from the Knights of Columbus will be assisting at the event. The "Where's Elfie" Scavenger Hunt will run from December 1st until December 21st with 20 businesses participating. Raffle prizes include make-and-take experiences at local downtown businesses. WTMJ will be doing segments for Christmas in the Falls. The first segment will highlight Small Business Saturday, and other segments will focus on the Cookie Crawl (recorded at Chocolate Falls) and Christkindl (recorded at the WTMJ studio). Percolatte, the new coffee/wine bar, will be opening inside Midvintec in the near future. The BID will be asking Board members to assist with recruiting sponsors for events in 2026.

FUTURE MEETING:

The next BID Board meeting is scheduled for January 14, 2026 at 9:00 AM.

ADJOURNMENT:

Motion by Member Katie Kress, second by Treasurer Maxx Forti to adjourn.

Vote: 6 - 0 Motion Carried

The Business Improvement District meeting adjourned at 10:06 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

4.

Meeting Date: 01/14/2026

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 1-9, 2026

DISTRIBUTION ACCOUNT	TOTAL
Income	
41150 INCOME CHOCOLATE WALK	80.00
44275 INCOME GENERAL MARKETING	
44500 INCOME SANDWICH BOARDS	70.00
Total for 44275 INCOME GENERAL MARKETING	\$70.00
44600 ASSOCIATE BID MEMBERSHIP FEE	2,150.00
Total for Income	\$2,300.00
Gross Profit	\$2,300.00
Expenses	
40000 CONTRACTED SERVICES	571.50
Total for Expenses	\$571.50
Net Operating Income	\$1,728.50
Net Other Income	
Net Income	\$1,728.50

Balance Sheet Jan 2026

MENOMONEE FALLS DOWNTOWN

As of January 9, 2026

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	3,582.41
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	83,974.39
Total for Bank Accounts	\$87,554.27
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,825.00
Total for Accounts Receivable	\$1,825.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	508.45
13000 PREPAID RENT EXPENSE	3,100.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total for Other Current Assets	\$3,608.45
Total for Current Assets	\$92,987.72
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
Total for Assets	\$97,823.06

Balance Sheet Jan 2026

MENOMONEE FALLS DOWNTOWN

As of January 9, 2026

DISTRIBUTION ACCOUNT	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 ACCOUNTS PAYABLE	0.00
Total for Accounts Payable	\$0.00
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	7,180.29
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	\$7,180.29
Total for Current Liabilities	\$7,180.29
Total for Liabilities	\$7,180.29
Equity	
30000 OPENING BALANCE EQUITY	10,822.12
39004 BEGINNING BALANCE EQUITY	0.00
39005 RETAINED EARNINGS(1)	0.00
32000 RETAINED EARNINGS	78,092.15
Net Income	1,728.50
Total for Equity	\$90,642.77
Total for Liabilities and Equity	\$97,823.06