



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, February 11, 2026, 9:00 a.m.

1. Call to Order.
2. Approval of Minutes from January 14, 2026 meeting.
3. Discussion and possible action to authorize the Executive Committee to negotiate 2026 pay and possible additional contract amendments for the BID Manager. Gus Straub
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: 02/11/2026

Topic: Approval of Minutes from January 14, 2026 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from January 14, 2026 meeting.

BID Minutes - 01-14-26

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

January 14, 2026

Present: Katie Kress, Member; Jeffrey Kaus, CDA Representative; David Johnson, Member; Gus Straub, President; Nicholas Oliver, Member

Absent: Layla Obregon, Member; Christina Falkowski-Kraemer, Member; Maxx Forti, Treasurer

Attendees: Michelle Frie, BID Director (via Zoom)
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 Katie Kress, second by CDA Representative Jeffrey Kaus to approve the minutes of the November 12, 2025 meeting.

Vote: 5 - 0 Motion Carried

REPORT FOR 2025 BY MARKETING MANAGER, COURTNEY KRUEGER:

BID Marketing Manager Courtney Krueger provided a report for 2025, including a "Marketing the Downtown - A Year in Review" and "Christmas in the Falls" reports that were provided to the BID Board members.

TREASURER'S REPORT:

Gus Straub reviewed the Treasurer's Report (attached to the agenda) with members of the BID Board.

BID DIRECTOR'S REPORT:

BID Director Michelle Frie appeared via Zoom and reported that the activities for the Small Business Saturday event on November 29th were canceled because of the snow, but approximately 90 people attended the tree lighting. The Cookie Crawl on December 5th and 6th was very successful with all 200 boxes being sold and 18 businesses participating. The Christkindl Market on December 13th had an excellent turnout with almost 3,000 in attendance. Bank Five Nine was the presenting sponsor, and the Kinder Korner was sponsored by Fleet Farm. The Gluhwein mug sales were also very successful with all 500 2025 mugs being sold. The Chocolate Walk event is scheduled for February 6th-7th, and 16 businesses will be participating. There will be 200 boxes available, and 22 have already been sold. There are several goals for 2026 that were discussed, including a District Spotlight to replace the former Monthly Meetup activity. The BID would also like to deepen their partnership with Falls Patio Players with the idea of creating a downtown "dinner and a show" package. Another goal would be to work on signage near the Lime Kilns that gives history on the landmark. Creating a Bugline trail connection to the downtown and possible signage that points to the downtown is also a goal. Recruitment and retention of businesses and creating and selling spirit wear merchandise are also goals for the BID in 2026. New businesses ERA MYPRO Realty, Percolatte, and MochiUnni will be opening soon. A reminder was given that members of the BID Board should attend ribbon cutting events and other BID events if possible.

FUTURE MEETING:

The next BID Board meeting is scheduled for February 11, 2026 at 9:00 AM.

ADJOURNMENT:

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

Vote: 5 - 0 Motion Carried

The Business Improvement District meeting adjourned at 10:05 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

4.

Meeting Date: 02/11/2026

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-February 9, 2026

DISTRIBUTION ACCOUNT	TOTAL
Income	
41150 INCOME CHOCOLATE WALK	4,050.00
41450 INCOME LAVENDER FEST	2,550.00
42400 INCOME CHRISTMAS IN THE FALLS	
42420 INCOME CHRISTKINDL MARKET	100.00
Total for 42400 INCOME CHRISTMAS IN THE FALLS	\$100.00
44275 INCOME GENERAL MARKETING	
44500 INCOME SANDWICH BOARDS	245.00
Total for 44275 INCOME GENERAL MARKETING	\$245.00
44600 ASSOCIATE BID MEMBERSHIP FEE	3,175.00
Total for Income	\$10,120.00
Cost of Goods Sold	
59800 COST OF GIFT CERTIFICATES	75.00
59900 COST OF GENERAL MARKETING	11,007.50
COST OF CHOCOLATE WALK	590.00
Total for Cost of Goods Sold	\$11,672.50
Gross Profit	-\$1,552.50
Expenses	
40000 CONTRACTED SERVICES	7,504.60
67500 INTERNET & FAX	145.00
68000 JANITORIAL/REPAIRS/MAINTENANCE	8.96
68500 LEGAL AND PROFESSIONAL EXPENSE	172.00
71000 OFFICE EXPENSE	238.99
74000 RENT OR LEASE EXPENSE	3,192.00
75500 SUBSCRIPTIONS	300.63
77000 WEBSITE HOST/MAINTENANCE	237.92
78000 UTILITIES GAS & ELECTRIC	220.75
78050 UTILITIES SEWER & WATER	92.73
QUICKBOOKS PAYMENTS FEES	107.83
SQUARE PAYMENT FEES	226.76
Total for Expenses	\$12,448.17
Net Operating Income	-\$14,000.67
Net Other Income	
Net Income	-\$14,000.67

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of February 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	11,820.24
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	58,974.39
Total for Bank Accounts	\$70,792.10
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,110.00
Total for Accounts Receivable	\$1,110.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	33.45
13000 PREPAID RENT EXPENSE	3,100.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total for Other Current Assets	\$3,133.45
Total for Current Assets	\$75,035.55
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	\$79,870.89

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of February 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	7,155.29
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	\$7,155.29
Total for Current Liabilities	\$7,155.29
Total for Liabilities	\$7,155.29
Equity	
30000 OPENING BALANCE EQUITY	10,822.12
39004 BEGINNING BALANCE EQUITY	0.00
39005 RETAINED EARNINGS(1)	0.00
32000 RETAINED EARNINGS	75,894.15
Net Income	-14,000.67
Total for Equity	\$72,715.60
Total for Liabilities and Equity	\$79,870.89