



## **VILLAGE OF MENOMONEE FALLS NOTICE OF PUBLIC MEETING**

[www.menomonee-falls.org](http://www.menomonee-falls.org)

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### **BUSINESS IMPROVEMENT DISTRICT Menomonee Falls Village Hall, Room 3338 W156N8480 Pilgrim Road, Menomonee Falls, WI Wednesday, March 11, 2026, 9:00 a.m.**

1. Call to Order.
2. Approval of Minutes from February 11, 2026 meeting.
3. Treasurer's Report.
4. BID Director's Report.
5. Future Meeting.
6. 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:** 03/11/2026

**Topic:** Approval of Minutes from February 11, 2026 meeting

**From:** Matt Carran, Director of Economic Development & Tourism

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**Information**

**Subject:**

Approval of Minutes from February 11, 2026 meeting.

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BID Minutes - 02-11-26

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# DRAFT

Village of Menomonee Falls, Wisconsin

## BUSINESS IMPROVEMENT DISTRICT

### MINUTES

February 11, 2026

Present: Gus Straub, President; Jeffrey Kaus, CDA Representative; Maxx Forti, Treasurer; Katie Kress, Member; Layla Obregon, Member; Christina Falkowski-Kraemer, Member; 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 Nicholas Oliver, second by Treasurer Maxx Forti to approve the minutes of the January 14, 2026 meeting.

**Vote:** 8 - 0 Motion Carried

#### EXECUTIVE COMMITTEE AUTHORIZATION:

Motion by Member Nicholas Oliver, second by Member Layla Obregon to authorize the Executive Committee to negotiate 2026 pay and possible additional contract amendments for the BID Manager.

**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.

#### BID DIRECTOR'S REPORT:

BID Director Michelle Frie reported that the Chocolate Walk was very successful with 17 businesses participating and all 200 boxes sold. At least 20 more boxes could have been sold with walk-in customers the day of the event. The next event is the Downtown Pub Crawl scheduled for April 18th from noon to 5 PM. There are 7 bars participating, and the theme will be "PJs and Onesies". The first District Spotlight on February 26th will feature Poppy & Thyme as a host. Five businesses have already responded that they want to host, and incentives are in place for spotlights in the monthly community newsletter. Placer.ai has begun to provide monthly online training for Michelle Frie and Courtney Krueger. Attendance figures from the three signature events in 2025 have been placed into the 2026 sponsorship prospectus. The Junction Apartments is a new Associate Member. Etc by Neus is getting quotes for remodeling and upgrading the former Stanford Art Glass building. The owner of the building A.J. O'Brady's formerly occupied is still working to find a tenant. MochiUnni is working on the interior of the space formerly occupied by Batter & Mac and Gather Bakehouse, and is planning on a spring launch. Percolatte plans to open in February. Courtney and Michelle are working on a downtown business portal that will contain links to the District Spotlight, New Business Welcome Guide, information on loan and grant programs, an event list, and other resources/information. The mural on the side of the Poppy & Thyme building was discussed by members of the BID Board. A new mural with a lavender theme has been proposed because it would tie in with the annual Lavender Fest. Michelle and Layla will research costs and the possibility of doing a "building wrap" instead of a painted mural. The Sweet Dreams candy mural is also showing some deterioration, and the members discussed the possibility of a "touch-up" of that mural. Michelle and Layla will report back to the BID Board with their findings at a future meeting. Michelle Frie reported that the sponsorship information and application links are on the website.

#### **FUTURE MEETING:**

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

#### **ADJOURNMENT:**

Motion by Member Nicholas Oliver, second by Member David Johnson to adjourn.

**Vote:** 8 - 0 Motion Carried

The Business Improvement District meeting adjourned at 10:00 AM.

Minutes transcribed by Julie Burkard, Secretary  
Minutes approved on



**BID Agenda**

**3.**

**Meeting Date:** 03/11/2026

**Topic:** Treasurer's Report

**From:** Matt Carran, Director of Economic Development & Tourism

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**Information**

**Subject:**

Treasurer's Report.

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Treasurer's Report

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# Profit and Loss

## MENOMONEE FALLS DOWNTOWN

January 1-March 6, 2026

| DISTRIBUTION ACCOUNT                                 | TOTAL               |
|------------------------------------------------------|---------------------|
| Income                                               |                     |
| 40200 BID TAX ASSESSMENT                             | 82,836.69           |
| 40800 INCOME INTEREST                                | 116.32              |
| 41100 INCOME BEER CRAWL                              | 570.00              |
| 41150 INCOME CHOCOLATE WALK                          | 5,640.00            |
| 41350 INCOME HARVEST FEST                            | 2,400.00            |
| 41450 INCOME LAVENDER FEST                           | 8,450.00            |
| 42400 INCOME CHRISTMAS IN THE FALLS                  |                     |
| 42420 INCOME CHRISTKINDL MARKET                      | 600.00              |
| <b>Total for 42400 INCOME CHRISTMAS IN THE FALLS</b> | <b>\$600.00</b>     |
| 44275 INCOME GENERAL MARKETING                       |                     |
| 44500 INCOME SANDWICH BOARDS                         | 245.00              |
| <b>Total for 44275 INCOME GENERAL MARKETING</b>      | <b>\$245.00</b>     |
| 44300 INCOME GIFT CERTIFICATES                       | 400.00              |
| 44600 ASSOCIATE BID MEMBERSHIP FEE                   | 3,258.34            |
| 44650 INCOME SOUVENIRS                               |                     |
| 44651 T-shirts                                       | 15.00               |
| 44652 Totes                                          | 10.00               |
| <b>Total for 44650 INCOME SOUVENIRS</b>              | <b>\$25.00</b>      |
| SALES                                                | 348.87              |
| <b>Total for Income</b>                              | <b>\$104,890.22</b> |
| Cost of Goods Sold                                   |                     |
| 59800 COST OF GIFT CERTIFICATES                      | 75.00               |
| 59900 COST OF GENERAL MARKETING                      | 11,357.50           |
| COST OF CHOCOLATE WALK                               | 2,468.00            |
| <b>Total for Cost of Goods Sold</b>                  | <b>\$13,900.50</b>  |
| <b>Gross Profit</b>                                  | <b>\$90,989.72</b>  |
| Expenses                                             |                     |
| 40000 CONTRACTED SERVICES                            | 14,647.60           |
| 67500 INTERNET & FAX                                 | 290.00              |
| 68000 JANITORIAL/REPAIRS/MAINTENANCE                 | 58.96               |
| 68500 LEGAL AND PROFESSIONAL EXPENSE                 | 172.00              |
| 71000 OFFICE EXPENSE                                 | 353.99              |
| 73500 POSTAGE EXPENSE                                | 1.63                |
| 74000 RENT OR LEASE EXPENSE                          | 4,788.00            |
| 75500 SUBSCRIPTIONS                                  | 484.27              |
| 77000 WEBSITE HOST/MAINTENANCE                       | 406.78              |
| 78000 UTILITIES GAS & ELECTRIC                       | 462.82              |
| 78050 UTILITIES SEWER & WATER                        | 92.73               |
| QUICKBOOKS PAYMENTS FEES                             | 133.99              |

Profit and Loss  
MENOMONEE FALLS DOWNTOWN  
January 1-March 6, 2026

| DISTRIBUTION ACCOUNT        | TOTAL              |
|-----------------------------|--------------------|
| SQUARE PAYMENT FEES         | 469.51             |
| <b>Total for Expenses</b>   | <b>\$22,362.28</b> |
| <b>Net Operating Income</b> | <b>\$68,627.44</b> |
| <b>Net Other Income</b>     |                    |
| <b>Net Income</b>           | <b>\$68,627.44</b> |

# Balance Sheet

## MENOMONEE FALLS DOWNTOWN

As of March 6, 2026

| DISTRIBUTION ACCOUNT                              | TOTAL               |
|---------------------------------------------------|---------------------|
| <b>Assets</b>                                     |                     |
| Current Assets                                    |                     |
| Bank Accounts                                     |                     |
| 10200 REGULAR CHECKING ACCOUNT                    | -2.50               |
| 10400 GENERAL FUNDS                               | -0.03               |
| 10500 BANK FIVE NINE CHECKING ACCOUNT             | 5,479.26            |
| 10550 BANK FIVE NINE MONEY MARKET ACCOUNT         | 144,220.14          |
| <b>Total for Bank Accounts</b>                    | <b>\$149,696.87</b> |
| Accounts Receivable                               |                     |
| 11000 ACCOUNTS RECEIVABLE                         | 3,833.34            |
| <b>Total for Accounts Receivable</b>              | <b>\$3,833.34</b>   |
| Other Current Assets                              |                     |
| 10600 PROPERTY TAXES RECEIVABLE                   | 0.00                |
| 11000X ACCOUNTS RECEIVABLESub                     | 0.00                |
| 12000 UNDEPOSITED FUNDS                           | 1,033.45            |
| 13000 PREPAID RENT EXPENSE                        | 3,100.00            |
| CREDIT CARD RECEIVABLES                           | 0.00                |
| SECURITY DEPOSITS                                 | 0.00                |
| <b>Total for Other Current Assets</b>             | <b>\$4,133.45</b>   |
| <b>Total for Current Assets</b>                   | <b>\$157,663.66</b> |
| 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                |
| <b>Total for COMPUTER</b>                         | <b>\$0.00</b>       |
| ENHANCEMENTS                                      | 0.00                |
| <b>Total for Fixed Assets</b>                     | <b>\$4,835.34</b>   |
| <b>Total for Assets</b>                           | <b>\$162,499.00</b> |

# Balance Sheet

## MENOMONEE FALLS DOWNTOWN

As of March 6, 2026

| DISTRIBUTION ACCOUNT                       | TOTAL               |
|--------------------------------------------|---------------------|
| Liabilities and Equity                     |                     |
| Liabilities                                |                     |
| Current Liabilities                        |                     |
| Accounts Payable                           |                     |
| 20000 ACCOUNTS PAYABLE                     | 0.00                |
| <b>Total for Accounts Payable</b>          | <b>\$0.00</b>       |
| 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                |
| <b>Total for PAYROLL LIABILITIES</b>       | <b>\$0.00</b>       |
| WISCONSIN DEPARTMENT OF REVENUE PAYABLE    | 0.00                |
| <b>Total for Other Current Liabilities</b> | <b>\$7,155.29</b>   |
| <b>Total for Current Liabilities</b>       | <b>\$7,155.29</b>   |
| <b>Total for Liabilities</b>               | <b>\$7,155.29</b>   |
| 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                                 | 68,627.44           |
| <b>Total for Equity</b>                    | <b>\$155,343.71</b> |
| <b>Total for Liabilities and Equity</b>    | <b>\$162,499.00</b> |