



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, April 8, 2026, 9:00 a.m.

1. Call to Order.
2. Approval of Minutes from March 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: 04/08/2026

Topic: Approval of Minutes from March 11, 2026 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from March 11, 2026 meeting.

BID Minutes - 03-11-26

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

March 11, 2026

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

Absent: Maxx Forti, Treasurer; 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 Katie Kress, second by Member David Johnson to approve the minutes of the February 11, 2026 meeting.

Vote: 6 - 0 Motion Carried

TREASURER'S REPORT:

BID Director Michelle Frie provided 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 next event will be the Downtown Pub Crawl on April 18th. The theme will be "PJs at the Pub," and there are 7 bars participating in the event. Tickets are \$40, and that includes entrance, in-store specials, and the first 150 participants receive a monogrammed bottle opener/coaster. The District Spotlight has begun, and Poppy & Thyme was the first host in February. The next event on March 26th will spotlight the Art Lounge. Etc by Neus (in the former Stanford Glass building) is working with designers and have begun work on building updates. The owner of the former AJ O'Brady's building is still looking to find a tenant, and they're working with a new broker who specializes in restaurant properties. MochiUnni will be having a ribbon-cutting on April 18th. El Jimador is targeting an opening in late April or early May. The

Downtown Business Portal (the online resource tool for the BID and associates) is live and contains links to the District Spotlight, New Business Welcome Guide, loan & grant programs, list of events, social media guidelines and policies, sponsorship, and board members. Layla Obregon shared information on options for the mural on the side of the Poppy & Thyme building. Anat Ronen, the artist from Texas who painted the candy mural, has been contacted and will be working on a concept for the Poppy & Thyme building. Anat specializes in floral art, and has been asked to provide a quote for a lavender-themed mural. The wall would need to be prepped prior to any mural painting, and the BID Board members have been asked to help find sponsors to cover that cost. The summer flower pots were discussed, and Michelle reported that Dutch Touch cannot lower the price quoted. The BID Board members discussed having Shady Lane Greenhouses bid on the flower pots, and Michelle stated she would contact Shady Lane to see if they are interested. Gus Straub reported that there was an issue with the Square account, but he and Michelle are working through the problem and it will be resolved soon.

FUTURE MEETING:

The next BID Board meeting is scheduled for April 8, 2026 at 9:00 AM.

ADJOURNMENT:

Motion by Member Katie Kress, second by Member Christina Falkowski-Kraemer to adjourn.

Vote: 6 - 0 Motion Carried

The Business Improvement District meeting adjourned at 9:36 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

3.

Meeting Date: 04/08/2026

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-April 7, 2026

	TOTAL
Income	
40200 BID TAX ASSESSMENT	82,836.69
40300 VILLAGE TOURISM FUNDING	45,000.00
40800 INCOME INTEREST	457.10
41100 INCOME BEER CRAWL	2,050.00
41150 INCOME CHOCOLATE WALK	5,640.00
41350 INCOME HARVEST FEST	2,750.00
41450 INCOME LAVENDER FEST	11,300.00
42400 INCOME CHRISTMAS IN THE FALLS	
42420 INCOME CHRISTKINDL MARKET	11,050.00
Total for 42400 INCOME CHRISTMAS IN THE FALLS	\$11,050.00
44275 INCOME GENERAL MARKETING	
44500 INCOME SANDWICH BOARDS	245.00
Total for 44275 INCOME GENERAL MARKETING	\$245.00
44300 INCOME GIFT CERTIFICATES	400.00
44600 ASSOCIATE BID MEMBERSHIP FEE	3,408.34
44650 INCOME SOUVENIRS	
44651 T-shirts	15.00
44652 Totes	10.00
Total for 44650 INCOME SOUVENIRS	\$25.00
SALES	348.87
Total for Income	\$165,511.00
Cost of Goods Sold	
51000 COST OF BEER CRAWL	283.93
59800 COST OF GIFT CERTIFICATES	75.00
59900 COST OF GENERAL MARKETING	11,357.50
COST OF CHOCOLATE WALK	2,468.00
Total for Cost of Goods Sold	\$14,184.43
Gross Profit	\$151,326.57
Expenses	
40000 CONTRACTED SERVICES	21,810.35
67500 INTERNET & FAX	290.00
68000 JANITORIAL/REPAIRS/MAINTENANCE	58.96
68500 LEGAL AND PROFESSIONAL EXPENSE	922.00
71000 OFFICE EXPENSE	584.76
73500 POSTAGE EXPENSE	1.63
74000 RENT OR LEASE EXPENSE	6,384.00
75500 SUBSCRIPTIONS	1,108.91
77000 WEBSITE HOST/MAINTENANCE	525.74
78000 UTILITIES GAS & ELECTRIC	850.80
78050 UTILITIES SEWER & WATER	92.73
QUICKBOOKS PAYMENTS FEES	179.49

Profit and Loss

MENOMONEE FALLS DOWNTOWN

January 1-April 7, 2026

	TOTAL
SQUARE PAYMENT FEES	646.46
Total for Expenses	\$33,455.83
Net Operating Income	\$117,870.74
Net Other Income	
Net Income	\$117,870.74

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of Apr 7, 2026

	TOTAL
Assets	
Current Assets	
Bank Accounts	
10200 REGULAR CHECKING ACCOUNT	0.00
10400 GENERAL FUNDS	0.00
10500 BANK FIVE NINE CHECKING ACCOUNT	59,974.21
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	142,268.18
Total for Bank Accounts	\$202,242.39
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,800.00
Total for Accounts Receivable	\$1,800.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	732.45
13000 PREPAID RENT EXPENSE	1,550.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total for Other Current Assets	\$2,282.45
Total for Current Assets	\$206,324.84
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	\$211,160.18

Balance Sheet

MENOMONEE FALLS DOWNTOWN

As of Apr 7, 2026

	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	7,105.29
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	\$7,105.29
Total for Current Liabilities	\$7,105.29
Total for Liabilities	\$7,105.29
Equity	
30000 OPENING BALANCE EQUITY	10,822.12
39004 BEGINNING BALANCE EQUITY	0.00
39005 RETAINED EARNINGS(1)	0.00
32000 RETAINED EARNINGS	75,362.03
Net Income	117,870.74
Total for Equity	\$204,054.89
Total for Liabilities and Equity	\$211,160.18