



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, June 10, 2026, 9:00 a.m.**

1. Call to Order.
2. Approval of Minutes from May 13, 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: 06/10/2026

Topic: Approval of Minutes from May 13, 2026 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from May 13, 2026 meeting.

BID Minutes - 05-13-26

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

May 13, 2026

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

Absent: David Johnson, 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 Christina Falkowski-Kraemer to approve the minutes of the April 8, 2026 meeting.

Vote: 7 - 0 Motion Carried

TREASURER'S REPORT:

Treasurer Maxx Forti reviewed the Treasurer's Report (attached to the agenda) with members of the BID Board. BID Director Michelle Frie also handed out an event income/expense/profit sheet to members of the BID Board.

BID DIRECTOR'S REPORT:

BID Director Michelle Frie handed out a Performance Report relating to the Pub Crawl on April 18th and noted the event was not as well attended as it was last year. Different ideas for the event will be discussed (timing of the event, theme, pre-registration sale, incentives, etc) prior to next year's event. The Street Eats program will run from June through August on Tuesdays near the Village Park playground. Layla Obregon reported that Lavender Fest has 147 vendors and food trucks scheduled so far. One-third of the vendors are returning and two-thirds are new vendors. The Survive Alive House, face painting and balloon art will be returning in the Kidzone. With the new Clubhouse at Village Park, there will be a new layout for Lavender Fest. The marketing campaign for the event (including media postings) will begin the week of May 18th.

Lavender Week (from July 14 to July 18) will include local business events. The next District Spotlight is scheduled for May 28th at 4:30 PM at TEC. Willow Creek Learning Center is a new Associate Member, bringing the total number of associates to 41. Ribbon-cutting ceremonies include Peace Yoga on May 2nd and Zarminali on May 30th. El Jimador is hoping to be open for business in June. With the work needed to prepare the building and the cost of the mural, the new Lavender Fest-themed mural on the side of the Poppy & Thyme building will be pushed to 2027. The big chair will be receiving a paint touch up in the near future. There will be an Asian Market going into the old Pet World building at the corner of Appleton Avenue and Pilgrim Road.

FUTURE MEETING:

The next BID Board meeting is scheduled for June 10, 2026 at 9:00 AM. There will not be a BID Board meeting in July.

ADJOURNMENT:

Motion by Member Katie Kress, second by CDA Representative Jeffrey Kaus to adjourn.

Vote: 7 - 0 Motion Carried

The Business Improvement District meeting adjourned at 9:48 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



BID Agenda

3.

Meeting Date: 06/10/2026

Topic: Treasurer's Report

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Treasurer's Report.

Treasurer's Report

MENOMONEE FALLS DOWNTOWN

Profit and Loss

January 1-June 5, 2026

	TOTAL
Income	
40200 BID TAX ASSESSMENT	82,836.69
40300 VILLAGE TOURISM FUNDING	45,000.00
40800 INCOME INTEREST	1,062.61
41100 INCOME BEER CRAWL	3,850.00
41150 INCOME CHOCOLATE WALK	5,640.00
41350 INCOME HARVEST FEST	5,550.00
41450 INCOME LAVENDER FEST	26,805.26
41475 INCOME MAKE & TAKE SHOP HOP	530.00
41551 INCOME STREET EATS	500.00
42400 INCOME CHRISTMAS IN THE FALLS	
42420 INCOME CHRISTKINDL MARKET	14,852.78
Total for 42400 INCOME CHRISTMAS IN THE FALLS	\$14,852.78
44250 INCOME FLOWER MAINTENANCE/FLOWER POTS	1,815.00
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	3,401.34
44650 INCOME SOUVENIRS	
44651 T-shirts	15.00
44652 Totes	10.00
44653 Gluhwein Mugs	10.00
44655 Postcards	3.00
Total for 44650 INCOME SOUVENIRS	\$38.00
SALES	848.87
Total for Income	\$193,375.55
Cost of Goods Sold	
51000 COST OF BEER CRAWL	1,566.85
57200 COST OF FLOWER MAINTENANCE	6,660.00
59800 COST OF GIFT CERTIFICATES	75.00
59900 COST OF GENERAL MARKETING	12,102.50
COST OF CHOCOLATE WALK	2,468.00
COST OF LAVENDER FEST	2,146.40
Total for Cost of Goods Sold	\$25,018.75
Gross Profit	\$168,356.80
Expenses	
40000 CONTRACTED SERVICES	36,210.60
67000 INSURANCE EXPENSE	270.00
67500 INTERNET & FAX	596.56
68000 JANITORIAL/REPAIRS/MAINTENANCE	58.96
68500 LEGAL AND PROFESSIONAL EXPENSE	922.00
71000 OFFICE EXPENSE	678.66
73500 POSTAGE EXPENSE	1.63

MENOMONEE FALLS DOWNTOWN

Profit and Loss

January 1-June 5, 2026

	TOTAL
74000 RENT OR LEASE EXPENSE	9,576.00
75500 SUBSCRIPTIONS	1,706.19
76000 TELEPHONE EXPENSE	80.00
77000 WEBSITE HOST/MAINTENANCE	763.66
78000 UTILITIES GAS & ELECTRIC	1,018.94
78050 UTILITIES SEWER & WATER	185.28
QUICKBOOKS PAYMENTS FEES	460.41
SQUARE PAYMENT FEES	1,303.91
Total for Expenses	\$53,832.80
Net Operating Income	\$114,524.00
Net Income	\$114,524.00

MENOMONEE FALLS DOWNTOWN

Balance Sheet

As of Jun 5, 2026

		TOTAL
Assets		
Current Assets		
Bank Accounts		
10200 REGULAR CHECKING ACCOUNT-CLOSED		0.00
10400 GENERAL FUNDS-CLOSED		0.00
10500 BANK FIVE NINE CHECKING ACCOUNT		14,099.96
10550 BANK FIVE NINE MONEY MARKET ACCOUNT		182,873.69
Total for Bank Accounts		\$196,973.65
Accounts Receivable		
11000 ACCOUNTS RECEIVABLE		3,597.00
Total for Accounts Receivable		\$3,597.00
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		\$202,853.10
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		\$207,688.44

MENOMONEE FALLS DOWNTOWN

Balance Sheet

As of Jun 5, 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	6,980.29
OUT OF SCOPE AGENCY PAYABLE	0.00
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	\$6,980.29
Total for Current Liabilities	\$6,980.29
Total for Liabilities	\$6,980.29
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	114,524.00
Total for Equity	\$200,708.15
Total for Liabilities and Equity	\$207,688.44