



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, August 12, 2026, 9:00 a.m.**

1. Call to Order.
2. Approval of Minutes from June 10, 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.



Business Improvement District

2.

Meeting Date: 08/12/2026

Topic: Approval of Minutes from June 10, 2026 meeting

From: Matt Carran, Director of Economic Development & Tourism

Information

Subject:

Approval of Minutes from June 10, 2026 meeting.

BID Minutes - 06-10-26

DRAFT

Village of Menomonee Falls, Wisconsin

BUSINESS IMPROVEMENT DISTRICT

MINUTES

June 10, 2026

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

Absent: Katie Kress, 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 Layla Obregon, second by Member Christina Falkowski-Kraemer to approve the minutes of the May 13, 2026 meeting.

Vote: 6 - 0 Motion Carried

TREASURER'S REPORT:

President 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 provided the BID Director's report and shared that the Street Eats program has begun at the Village Park playground area. Porfirio's Bistro will also be making and selling crepes at Centennial Plaza on June 13, June 27, June 28, and July 11 from 9 AM to 3 PM. Make and Take Week will run from June 16 to June 20 with 12 businesses participating offering make and take experiences. Layla Obregon reported that the Lavender Fest event has a full roster of vendors. The field set-up is the last item to be addressed, and Layla will be providing a map to BID member Dave Johnson for his assistance in marking the vendor locations. Michelle Frie reported that marketing will focus on print in both the Key Milwaukee Magazine and Express News. A digital story will appear in the "Out and About Wisconsin," and there will be a Facebook post boost as well. Lavender Week (July 14-18) has 17 BID

businesses participating with lavender-related events and products. There will be 6 lavender farms attending Lavender Fest, and the popular lavender lemonade will be available again this year. Generac is a gold sponsor for all three major BID events this year. Discover Wisconsin will be filming segments at several restaurants, Lime Kiln Park, Chocolate Falls, Lavender Fest, and other downtown businesses. Falls Carpet Cleaners and The Arboretum Senior Living are new Associate Members of the BID. The ribbon cutting at Zarmineli Pediatrics had a great turn out, and Falls Cable Access created a video as well. Level Up Prints and Apparel will be moving into the Gemini Collections space on Main Street. The big chair (nicknamed "Murial") will be getting a makeover by Stacy Estrada with a collage design representing the "dine, shop, explore" theme. Concerns about e-bikes are being addressed by the legal department. Students in the North Middle School Media Class have created short commercials highlighting downtown businesses, and a link to those presentations is included under the "In the News" tab of the Menomonee Falls Downtown website.

FUTURE MEETING:

The next BID Board meeting is scheduled for August 12, 2026 at 9:00 AM.

ADJOURNMENT:

Motion by Member Christina Falkowski-Kraemer, second by Treasurer Maxx Forti to adjourn.

Vote: 6 - 0 Motion Carried

The Business Improvement District meeting adjourned at 9:39 AM.

Minutes transcribed by Julie Burkard, Secretary
Minutes approved on



Business Improvement District

3.

Meeting Date: 08/12/2026

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-August 7, 2026

	Total
Income	
40200 BID TAX ASSESSMENT	82,836.69
40300 VILLAGE TOURISM FUNDING	45,000.00
40400 FERN THE PIG	6.57
40800 INCOME INTEREST	1,681.62
41100 INCOME BEER CRAWL	3,850.00
41150 INCOME CHOCOLATE WALK	5,640.00
41300 INCOME FALLS FESTIVAL OF THR ARTS/ART WALK	200.00
41350 INCOME HARVEST FEST	9,250.00
41450 INCOME LAVENDER FEST	30,445.26
41475 INCOME MAKE & TAKE SHOP HOP	500.00
41551 INCOME STREET EATS	550.00
42400 INCOME CHRISTMAS IN THE FALLS	
42420 INCOME CHRISTKINDL MARKET	16,702.78
Total for 42400 INCOME CHRISTMAS IN THE FALLS	\$16,702.78
44250 INCOME FLOWER MAINTENANCE/FLOWER POTS	2,075.00
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	3,376.34
44650 INCOME SOUVENIRS	
44651 T-shirts	15.00
44652 Totes	10.00
44653 Gluhwein Mugs	10.00
44655 Postcards	9.00
44656 Lavender totes	465.00
Total for 44650 INCOME SOUVENIRS	\$509.00
SALES	923.87
Total for Income	\$204,192.13
Cost of Goods Sold	
51000 COST OF BEER CRAWL	1,566.85
51475 COST OF MAKE & TAKE SHOP HOP	30.00
544650 COST OF SOUVENIERS	
544656 Cost of Lavender totes	500.00
Total for 544650 COST OF SOUVENIERS	\$500.00
57200 COST OF FLOWER MAINTENANCE	6,660.00
59800 COST OF GIFT CERTIFICATES	75.00
59900 COST OF GENERAL MARKETING	12,769.31
COST OF CHOCOLATE WALK	2,468.00
COST OF LAVENDER FEST	15,187.11

MENOMONEE FALLS DOWNTOWN

Profit and Loss
January 1-August 7, 2026

	Total
COST OF PAINT THE DISTRICT/ART WALK	193.00
Total for Cost of Goods Sold	\$39,449.27
Gross Profit	\$164,742.86
Expenses	
40000 CONTRACTED SERVICES	50,237.10
67000 INSURANCE EXPENSE	270.00
67500 INTERNET & FAX	903.26
68000 JANITORIAL/REPAIRS/MAINTENANCE	58.96
68500 LEGAL AND PROFESSIONAL EXPENSE	922.00
71000 OFFICE EXPENSE	912.07
73500 POSTAGE EXPENSE	17.23
74000 RENT OR LEASE EXPENSE	12,768.00
75500 SUBSCRIPTIONS	2,303.47
76000 TELEPHONE EXPENSE	160.00
77000 WEBSITE HOST/MAINTENANCE	1,161.18
78000 UTILITIES GAS & ELECTRIC	1,350.81
78050 UTILITIES SEWER & WATER	278.95
QUICKBOOKS PAYMENTS FEES	570.50
SQUARE PAYMENT FEES	1,518.03
Total for Expenses	\$73,431.56
Net Operating Income	\$91,311.30
Net Income	\$91,311.30

MENOMONEE FALLS DOWNTOWN

Balance Sheet
As of Aug 7, 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	7,289.25
10550 BANK FIVE NINE MONEY MARKET ACCOUNT	168,492.70
Total for Bank Accounts	\$175,781.95
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	1,650.00
Total for Accounts Receivable	\$1,650.00
Other Current Assets	
10600 PROPERTY TAXES RECEIVABLE	0.00
11000X ACCOUNTS RECEIVABLESub	0.00
12000 UNDEPOSITED FUNDS	633.45
13000 PREPAID RENT EXPENSE	1,550.00
CREDIT CARD RECEIVABLES	0.00
SECURITY DEPOSITS	0.00
Total for Other Current Assets	\$2,183.45
Total for Current Assets	\$179,615.40
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	\$184,450.74

MENOMONEE FALLS DOWNTOWN

Balance Sheet
As of Aug 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	6,955.29
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	\$6,955.29
Total for Current Liabilities	\$6,955.29
Total for Liabilities	\$6,955.29
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	91,311.30
Total for Equity	\$177,495.45
Total for Liabilities and Equity	\$184,450.74