

MINUTES

September 13, 2016 at 8:30 a.m.
Foster Conference Room - City Hall
222 Lewis Street River Falls, WI 54022

CALL TO ORDER– Joleen Larson called the meeting to order at 8:41 a.m.

Members present: Joleen Larson, Lori Moran, Kerri Olson, Chris Blasius, Amy Halvorson, Mike Miller, Shari Frisbee and Terry McKay.

Members Absent: Mike Pepin

Others present: Kevin Zheng representing Song Garden, Amy Peterson, Assistant Community Development Director

Meeting Minutes

The past meeting minutes were reviewed. Motion Blasius, second Olson to approve; motion carried.

Financial Report

Financial reports were reviewed. The past grant to Falls Family Eye Care was discussed; the project cost came in more than \$3,000 over the original estimate. Larson stated that the policy has been to pay 10% of the overage if the grant maximum has not already been provided. Motion by Halvorson, second by Miller to approve the financials; unanimous.

Grant requests

Peterson and Zheng provided an overview of the façade grant proposal. Larson pointed out that the grant request amount was incorrectly calculated; since the estimate is \$18,900 the façade grant amount (including awning) would be \$6,000. If the owner decided to upgrade the sign in the future, the sign grant would still be available as well. Motion by, Miller, second by Halvorson to approve the \$6,000 grant for façade upgrades; unanimous.

Other Business

2. New Board Member – The Board welcomed Shari Frisbee and Shari provided the Board with some background on herself.
3. 2017 Proposed Budget – The Board reviewed the proposed budget and discussed setting funds aside for long term funding projects in the future. One project discussed was a permanent sound system for downtown. It was decided to set aside \$2,500 each year for long term projects. \$2500 was also added to the banner budget, as new banner hangers are needed next year. Wayfinding was discussed as well and it was decided that the \$7,000 match will come from the 2016 grant funds, since there will most likely be funds left over this year. Motion by Halvorson, second by McKay to approve the 2017 proposed budget with the above modifications; motion carried.
4. 2017 Assessment Amount/Modifications – Motion by Halvorson, second by McKay to keep the assessment amount the same; motion carried. Peterson provided information on statewide BID assessment projects.

5. Connect Communities – After discussion, the Board decided that is not a good fit at this time for the Board.
6. Draft Grant Application Modifications – Larson asked Peterson to bring the final to the next meeting for approval. A suggestion was made to include an example grant amount calculation in the application to assist applicants. Grant limits were discussed briefly; the Board had made changes in recent years to adjust grant limits to fit with funding amounts.
7. Business Updates –There is a small business looking to start up, but they need a commercial kitchen.
8. Other Updates – McKay continues to work with building owner Charlotte Kusilek and the mural artist on the potential mural on the Babble Bug Boutique.

Next Meeting

Next meeting is October 11, 2016 at 8:30 a.m. in the Foster Room, City Hall.

ADJOURNMENT

Motion Frisbee, second McKay to adjourn, motion carried at 9:55 a.m.