



***CITY OF RIVER FALLS, WISCONSIN
COMMON COUNCIL PROCEEDINGS***

October 9, 2018

Council President Scott Morrissette called the meeting to order at 6:30 p.m. in the City Council Chambers located in City Hall.

City Council Members Present: Todd Bjerstedt, Sean Downing, Christopher Gagne, Diane Odeen, Michael Page, Hal Watson

Members Absent: Mayor Dan Toland

Staff Present: City Administrator Scot Simpson, Assistant City Administrator Julie Bergstrom; City Attorney Dan Gustafson; Police Sergeant Bangert; City Engineer Reid Wronski; Library Director Tanya Misselt; Utility Director Kevin Westhuis; City Clerk Amy White; Assistant to the City Administrator Brandt Johnson

Others Present: Joleen Larson, Jeff Bjork, others

APPROVAL OF MINUTES:

September 25, 2018, Regular and Workshop Meeting Minutes

MSC Odeen/Watson approve minutes. Unanimous.

APPROVAL OF BILLS:

Bills: \$784,467.90

MSC Morrissette/Downing move to approve bills subject to the comptroller. Unanimous.

PUBLIC COMMENT, PETITIONS, REQUESTS AND COMMUNICATIONS:

There were no public comments.

Report from the BID Board

Joleen Larson, President of the BID Board, provided a report for the City Council. The board is asking for the 2019 assessment. She was excited that there was Council discussion about the BID. Larson provided a history on the origins of the BID Board. Back then, there was concern about failing businesses, loss of businesses, and Main Street vitality. After much discussion, the BID District was formed. Larson talked about what the BID Board did well, and its close working relationship with the River Falls Chamber. The goal is the money is returned to the property owners for beautification and vitality of the historic district. There are definite boundaries in the district. Money isn't spent outside of the district.

There is \$44,500 in assessments on 96 properties. There are six property owners who pay approximately \$21,041 with the remaining properties paying the balance which is about \$260 per parcel. Larson explained how the assessments are determined. The average assessment is \$231.

Larson explained what has been done and what's coming up in 2019. She explained the board only invests in infrastructure. The investment remains in the building and not in the business. The assessment for 2019 remains the same at \$44,500. She talked about operating expenses including administration fees and liability insurance. Larson talked about beautification versus façade projects. Beautification projects include hanging baskets, Second Street gardens, Main Street benches, trash bins and smokers. Larson talked about underwriting the cost of River Dazzle, murals, and Wayfinding signs. She talked about other items the board is saving for and projects

that were done this year. Larson closed by thanking City staff including Amy Peterson, Mike Stifter, and the City Council. Larson stood for questions.

Council President Morrissette asked about the board membership. Larson said herself, Terry McKay, Lori Moran, Mike Miller, Mike Pepin, Amy Halvorson, Carrie Olson and a Chamber representative. She said there will be openings next year.

Alderson Downing asked about other large Main Street projects. Larson said the mural project. She was unsure of any other projects.

PUBLIC HEARING:

Resolution No. 6305 - Authorizing Special Assessment Police Powers under Section 66.0703 Wisconsin Statutes for the Benefit of the River Falls Business Improvement District

At 6:52 p.m., Council President Morrissette recessed into a Public Hearing for comments. As there were none, Morrissette moved back into Open Session at 6:53 p.m. MS Gagne/Page moved to approve the resolution.

Alderson Gagne expressed appreciation to Larson and the BID Board for their efforts. He felt some of the property owners aren't in favor of the assessment. Gagne thought it was important to reassess the feeling of property owners in an independent, anonymous fashion.

Morrissette said there was discussion of a survey on the agenda for the last BID Board meeting. Larson affirmed that there had been discussion about it.

Alderson Odeen felt this was a great example of a tax benefiting those who pay it. She talked about moving to the City in 1992 when the downtown looked shabby. She said it looks more welcoming and attractive and most of it is a result of the work the BID Board does.

With no other comments, Morrissette asked for a vote. The resolution passed unanimously.

CONSENT AGENDA:

Resolution No. 6306 - Regarding Agreement with Counties for 2019 Shared Ride Taxi Service

Resolution No. 6307 - Approving Shared-Ride Taxi Grant Application to the State of Wisconsin Department of Transportation for Operating Assistance for the Year 2019

Resolution No. 6308 - Approving Shared-Ride Taxi Grant Application to the State of Wisconsin Department of Transportation for Capital Assistance for the Year 2019

Resolution No. 6309 - Requesting Application for Exemption from County Library Tax

MSC Downing/Bjerstedt move to approve the Consent Agenda. Unanimous.

REPORTS:

Administrator's Report

City Administrator Simpson provided dates for upcoming events and other updates. Morrissette asked about the DOT losing the grant. Simpson provided an answer and more details. City Engineer Wronski noted it was the State that is making its own rules. He talked about accident reduction. Alderson Bjerstedt asked about the timing. Wronski said it is scheduled for 2021.

Gagne asked about recycling. Simpson said there is a fee for recycling at this event. Utility Director Westhuis said there will be a free electronics event in 2019 but it is not scheduled yet. There was further discussion about electronic recycling.

Alderson Downing made a statement about Arbor Place's official opening.

ANNOUNCEMENTS:

Mayor's Appointment to Historic Preservation Commission

Appointment of Jeff Bjork through January 2021

MSC Odeen/Watson move to approve appointment. Unanimous.

CLOSED SESSION:

At 7:10 p.m., MS Watson/Odeen move to recess into Closed Session per Wisconsin State Statutes for the following purposes: § 19.85(1)(e) "deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, to wit: purchase of property for long-time library facility needs." The roll call vote to move into Closed Session was unanimous.

MSC Downing/Watson to move back into Open Session at 7:25 p.m. Unanimous.

MSC Bjerstedt/Downing move to adjourn at 7:26 p.m. Unanimous.

Respectfully submitted,

Kristi McKahan, Deputy Clerk