

# City of River Falls Business Improvement District

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**AGENDA**  
**January 12, 2020 at 8:30 a.m.**  
**Virtual Meeting**  
**222 Lewis Street River Falls, WI 54022**

\*\*Please note that due to the ongoing COVID-19 public health emergency, all members of this committee will attend via telephone or internet. For your personal safety and the safety of our community, interested persons are invited to watch from their homes in lieu of attending the meeting in person.\*\*

**The public may view and/or participate in the meeting by:**

Calling Toll Free 1-844-992-4726, access code: 132 380 7057 password: 1234

Visiting the web link: <https://tinyurl.com/RFBID11221>

**\*\*\*Action May Be Taken on Any of the Following Items\*\*\***

**CALL TO ORDER**

**APPROVAL OF AGENDA/MINUTES**

December 8 BID Meeting Minutes

**FINANCIAL REPORT**

2021 Budget included for reference

**GRANT REQUESTS**

None

**OTHER BUSINESS**

“Show love, shop small” Business Project discussion

Discussion regarding unused 2020 funds

Discussion on preparing Downtown for Summer

Discussion on potential BID appointees

**ADJOURN**

Next Meeting: February 9, 2021 8:30 a.m.

**MINUTES**  
**December 8, 2020 at 8:30 a.m.**  
**Virtual Meeting**

**CALL TO ORDER**– Joleen Larson called the meeting to order at 8:32 a.m.

**Members present:** Joleen Larson, Kerri Olson, Mike Miller, Jodi Nelson, Mike Pepin (joined at 9:04 a.m.), Amy Halvorson, Terry McKay

**Members Absent:** Russ Korpela and Lori Moran

**Others present:** Brandt Johnson, Scott Morrissette, Amy Peterson, Jon Smits, Hal Watson, and Sam Wessel

**Agenda/Meeting Minutes**

Minutes from 9-8-2020, 9-22-2020, and 10-13-2020 were reviewed. M/S McKay/Halvorson to approve all three sets of minutes: unanimous.

**Financials**

Olson briefly reviewed financials, leading into the following discussion.

**2020 Budget Unused Funds Discussion**

Larson began the discussion by describing that other rebates have been given to businesses in the City, such as room tax, since local businesses are struggling due to COVID-19. These rebates are recommended by Council members Watson and Morrissette but they are not pressuring BID to do the same. The discussion involved whether to refund the remaining nearly \$15,000 of the 2020 BID assessment back to BID property owners. This could be done by a resolution clarifying that this is a onetime instance due to a unique year and should not set an expectation for the future.

The BID Board generally agreed that, even if the amount is small, the gesture demonstrates that BID is willing to help and even a little money can help some businesses. But it was also discussed that the rebate goes to property owners, who are not necessarily the businesses themselves, so it is unknown whether the rebate would be passed on to businesses or not. If some property owners decided to return their rebate to the BID, it would also be difficult to redistribute those unused funds. Halvorson mentioned it would be nice to use the funds to help downtown operate better during the pandemic by adding outdoor seating or other improvements other communities have done.

Since BID was unsure if the rebate amount would make a difference, it was decided to calculate the rebate amount districtwide and revisit the discussion in January.

**City Staff Changes**

Peterson described the new organization of the Community Development Department. Due to the Comprehensive Plan, the Downtown Plan is pushed several years back and Sam Wessel will be pulled from BID Board to work on current development and planning needs. Brandt Johnson will transition to become the BID City Staff member over the next few months.

**Next Meeting**

The next meeting will be held January 12, 2021.

**ADJOURNMENT**

M/S Larson/McKay to adjourn; unanimous vote at 9:20 a.m.

## Pending BID Obligations

### Grants approved by BID

<u>Date approved</u>	<u>Entity receiving grant</u>	<u>Use of grant money</u>	<u>Amount granted</u>
03/10/2020	The Garage Bikes & Brews	sign grant	\$ 1,000.00
09/08/2020	The Laundry Room	façade grant	\$ 6,000.00
		<b>Total to date:</b>	<b>\$ 7,000.00</b>

### Operating Expenses as outlined in "BID Board 2021 Budget"

PO Box service fee	\$ 64.00
Liability Insurance	\$ 600.00
Misc. printing, postage & supplies	\$ 500.00
Website maintenance	\$ 500.00
<b>Total to date:</b>	<b>\$ 1,664.00</b>

### Special Projects as outlined in "BID Board 2021 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Music in the Park sponsorship	\$ 1,000.00
Main Street flowers / hanging baskets	\$ 7,700.00
Second Street gardens	\$ 1,500.00
Main Street benches/trash bins	\$ 2,400.00
River Dazzle parade sponsorship	\$ 6,000.00
Building mural projects/Heritage Park sign (continuing maintenance)	\$ 1,000.00
<b>Total to date:</b>	<b>\$19,600.00</b>

### Projects – funds set aside for Main Street projects

<u>Explanation of one-time budgeted item</u>	<u>Date approved</u>	<u>Amount approved</u>
Large Main Street projects (\$2,500 in 2018; \$2,500 in 2019; \$2,500 in 2020; \$2,500 in 2021)	08/14/2018	\$ 10,000.00
Building mural project (partner with RFHS) (\$2,500 in 2020; \$2,500 in 2021)	09/10/2019	\$ 5,000.00
<b>Total to date:</b>		<b>\$15,000.00</b>

### Summary

Pending Grants approved by BID:	\$ 7,000.00
Operating Expenses:	\$ 1,664.00
Pending Special Projects BID participates in:	\$ 19,600.00
Pending One-Time Budgeted items:	<u>\$ 15,000.00</u>
Total pending BID obligations:	\$ 43,264.00

**Balance in checking account as of 12/31/2020: \$ 46,078.96**

**2021 pending obligations: \$ 43,264.00**

**Funds available for grant requests: \$ 2,814.96**

## BID Grants Paid in 2020

### Grants approved by BID and paid in 2020

Date approved

<u>Date paid</u>	<u>Entity receiving grant</u>	<u>Use of grant money</u>	<u>Amount granted</u>
3/10/2020 6/3/2020	Matt & Stephanie Johnson	façade grant	\$ 5,915.00
7/14/2020 10/26/2020	Dollar General / Jim Leske	façade grant	\$ 997.15

**2020 sign grant total: \$ 0.00**

**2020 façade grant total: \$ 6,912.15**

**2020 grant total: \$ 6,912.15**

## 2021 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2020: \$ 46,078.96

<u>Date</u>	<u>Type</u>	<u>Check #</u>	<u>Project or Charge/Use</u>	<u>Amount</u>	<u>Balance</u>
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## River Falls Business Improvement District "BID" Board 2021 Budget

Date: September 22, 2020  
To: Sarah Karlsson, City of River Falls  
From: BID Board / Joleen Larson, President  
Subject: Proposed 2021 Annual Budget Projection

### INCOME

Projected BID Assessment income: \$ 44,500.00

### OPERATING EXPENSES:

--PO Box service fee	\$ 64.00
--Liability Insurance	\$ 600.00
--City of RF administrative fees	\$ 2,500.00
--Misc. printing, postage & supplies	\$ 500.00
--Website maintenance	\$ 500.00

Total Operating Expenses: \$ 4,164.00

### SPECIAL PROJECTS:

(projects supported by BID year after year)

--Music in the Park sponsorship	\$ 1,000.00
--Main Street flowers/hanging baskets	\$ 7,700.00
--Second Street Gardens	\$ 1,500.00
--Main St. benches/trash bins (purchase/maintenance)	\$ 2,400.00
--River Dazzle sponsorship	\$ 6,000.00
--Building mural maintenance	\$ 1,000.00

### MAIN ST. PROJECTS:

(BID monies designated for projects)

--Large Main St. projects	\$ 2,500.00
--RFHS collaborative mural project	\$ 2,500.00

Total Special Projects: \$ 24,600.00

FAÇADE & SIGN GRANT FUNDING AVAILABLE: \$ 15,736.00