

City of River Falls Business Improvement District



AGENDA
April 9, 2019 at 8:30 a.m.
Foster Conference Room – City Hall
222 Lewis Street River Falls, WI 54022

*****Action May Be Taken On Any Of The Following Items*****

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES

FINANCIAL REPORT

GRANT REQUESTS

None

OTHER BUSINESS

1. RFHS Student Volunteer Day, Tuesday April 16th (possible Main Street Clean -up)
2. BID Survey/Business Communication – Discussion
3. Mural – Next steps
4. Downtown Alley Pilot Project – Introduction

ADJOURN

Next Meeting: May 14, 2019, 8:30 a.m.

MINUTES

March 12, 2019 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 8:32 a.m.

Members present: Amy Halvorson, Joleen Larson, Mike Miller, Terry McKay, Chris Blasius, Mike Pepin

Members Absent: Shari Frisbee, Lori Moran, Kerri Olson

Others present: Sam Wessel, Tracey Mortensen, Taylor Berman, Chris Gagne

Agenda/Meeting Minutes

The agenda and the January 2019 meeting minutes were reviewed. M/S Larson/Miller to approve the minutes; unanimous.

Financial Report

No changes to financials since the last time they were presented so they were not reviewed.

Grant requests

1. **109 N Main St.** Kristin Jepson and Jamie Freese – Wessel described various questions City Staff had regarding this application, which included:

- Should it be 2 sign grants, or a façade grant? It's a unique configuration with two businesses having two detachable signs and one awning.
- BID approval recommended to be contingent on: proof of insurance, Downtown Design Review Committee (DRC) approval of awning color/design, sign area not to exceed maximum square footage, and tenants obtaining sign permits.

Halvorsen, member of DRC, expressed that we shouldn't make the property manager invest in new upper awnings, especially since he bought the main awning only a year ago, and the black matches the green much better than red would have. The costs add up and puts BID in a position to have to finance several projects at one site over time. Blasius discussed that the applicant would receive more funds if awning was considered a façade grant rather than a sign grant, and that future tenants will benefit since awning signs are removable. After discussion, the board approved the grant request for 109 N Main St. with the following contingencies:

- Building meets sign area and permitting requirements
- DRC approval
- Proof of insurance
- Completion of updated paperwork for:
 - 1 façade grant application for the \$6,850.00 awning
 - 2 individual sign grant applications for the \$2,200 panels with logos (\$1,100 per panel with logo; see invoice)
 - Updated DRC application showing awning sign dimensions and configuration
- Total awarded amount is \$2,397.50 for the awning and \$385 per panel and logo (2), for a total of **\$3,167.50**.
- M/S Halvorson/Blasius to approve the 3 grants; unanimous.

2. **128 S Main St.** Tracey Mortensen- Larson asked Mortensen to describe her business. Wessel mentioned her sign meets all requirements. BID sign grant amount of \$827.05 approved contingent on proof of insurance, completed DRC application, and sign permit. M/S McKay/Blasius to approve grant; unanimous.

Other Business

1. Mural under Maple St. Bridge:

Taylor Berman provided a cost breakdown of labor and supplies per square foot (\$6 for interior murals, \$9 for exterior wood panel murals, and \$2 for anti-graffiti coating). The price for indoor murals and exterior wood panel murals includes paint, primer, brushes, rollers, roller covers, paint trays, palettes, tape, drop cloths, and additional tools and materials. Berman suggested the labor costs can go towards charitable and philanthropic causes, such as the High School Sunshine Fund, or to fund other murals and memorials. Gagne asked if visitors can see existing RFHS murals; Berman said tours are available if you register as a visitor and set up an appointment. Blasius asked if BID members can approach businesses with the idea, and Berman gave permission. Halvorson asked if students can be given a theme to paint, and Berman said it is ideal so students have training working for a client.

2. BID Postcard- Grant/business communication:

Larson showed the 2013 postcard example and mentioned several updates need to be made. BID is under direction of City Council to administer a survey to downtown business owners. While BID is doubtful owners will respond to a hyperlink on the postcard or an emailed survey, they agreed a short, simple survey conducted via SurveyMonkey with space at the end for comments was an idea. Blasius suggested walking from business to business with an iPad loaded with the survey as one option. The survey could also be an opportunity to educate business owners on what the BID does, such as grants, downtown plants, River Dazzle, murals, and more.

3. Veteran's Park:

Blasius mentioned that Historic Preservation Commission, Rotary, and American Legion have been working together to improve Veteran's Park. The question was presented about what to do with blank walls, and if they should become murals. The board agreed that they will support individuals who approach them with ideas, but they will not spearhead projects. Therefore, this item can be removed from future agendas.

4. Garden Plants:

Zach Regnier, City engineer, recently completed his Master Gardener Certification and will now be managing plantings in the downtown.

Next Meeting

Next meeting is April 9 at 8:30 a.m. in the Foster Room, City Hall.

ADJOURNMENT

M/S Larson/McKay to adjourn; unanimous vote at 9:40 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>
08/14/2018	St. Croix Gas	façade grant	\$ 6,000.00
09/11/2018	Dollar General	façade grant	\$ 1,365.35
03/12/2019	Inspiring Actions Yoga	sign grant	\$ 827.05
03/12/2019	Kim Jepson/State Farm	sign grant	\$ 770.00
03/12/2019	Kim Jepson/State Farm	façade grant	\$ 2,397.50
Total to date:			\$11,359.90

Special Projects as outlined in "BID Board 2019 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 (purchase/maintenance)	\$ 2,400.00
River Dazzle parade sponsorship	\$ 6,000.00
Main Street banners	\$ 3,700.00
Building mural projects/Heritage Park sign (continuing maintenance)	\$ 2,500.00
Total to date:	\$ 24,800.00

Projects – funds set aside for Main Street projects

<u>Explanation of one-time budgeted item</u>	<u>Date approved</u>	<u>Amount approved</u>
Wayfinding signage (\$4,250 in 2018; \$4,250 in 2019)	04/10/2018	\$ 8,500.00
Large Main Street projects (\$2,500 in 2018; \$2,500 in 2019)	08/14/2018	\$ 5,000.00
Total to date:		\$ 13,500.00

Summary

Pending Grants approved by BID:	\$ 11,359.90
Pending Special Projects BID participates in:	\$ 24,800.00
Pending One-Time Budgeted items:	<u>\$ 13,500.00</u>
Total pending BID obligations:	\$ 49,659.90
Balance in checking account as of 3/29/2019:	\$ 67,361.71
2019 pending obligations:	<u>\$ 49,659.90</u>
Funds available for grant requests:	\$ 17,701.81

2019 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2018: \$ 26,911.71

<u>Date</u>	<u>Type</u>	<u>Check #</u>	<u>Project or Charge/Use</u>	<u>Amount</u>	<u>Balance</u>
01/02/2019	Debit	2891	Leitch Ins. Agency / liability ins.	- 540.00	\$ 26,371.71
02/13/2019	Debit	e-check	WI DFI / annual report filing fee	- 10.00	\$ 26,361.71
03/05/2019	Credit		Assessment fees from City of RF	+ 42,000.00	\$ 68,361.71
03/14/2019	VOID	2892	error in amount		
03/14/2019	Debit	2893	Jim Leske (Dollar General) / sign grant	- 1,000.00	\$ 67,361.71

For postcard: We value your opinion! Please complete a 6 question survey at www.surveymonkey.com/.....?

Opening Statement:

Established in 1989, River Falls Main Street Business Improvement District (BID) is charged with helping the River Falls Main Street business community with façade improvements, signage and beautification projects. The objective of the BID is to encourage business improvement and development by offering façade and sign grants to businesses and property owners in the River Falls downtown BID District.

1. **Please rate your overall satisfaction with the River Falls Main Street Business Improvement District.** (Extremely Satisfied/Somewhat Satisfied/Not Satisfied/Extremely Dissatisfied/Not Familiar)
2. **Please expand on the reasoning for your overall satisfaction. Note this is not a required question. Should you prefer not to answer, hit the “Next” button.** (Open ended question.)
3. **Have you ever received a grant from the River Falls Main Street Business Improvement District?** (Yes/No)
If yes, would the project have still taken place to the same extent without the grant? (Yes/No)
If no, do you anticipate applying for a grant in the next 24 months? (Yes/No)
4. **How would you rate the following BID offerings based on the value they provide?** (Extremely Satisfied/Somewhat Satisfied/Not Satisfied/Extremely Dissatisfied/Not Familiar)
 - Hanging flower baskets
 - Main Street benches
 - Second Street gardens
 - Trash receptacles
 - Cigarette receptacles
 - Sign Grants (on window, door, blade, awning, etc.)
 - Façade Grants (awnings, painting, windows, door, tuckpoint, etc.)
 - Murals
 - Music in the Park
 - River Dazzle
5. **Please enter your contact information if you are interested in serving as a volunteer on the Business Improvement District committee.** (Name, email, phone)
6. **What ideas/suggestions/offerings do you have to strengthen the Business Improvement District?** (Open ended)

Thank you for completing this survey. To learn more about River Falls Main Street Business Improvement District or to apply for a grant, go to www.rfmainstreet.com.