

City of River Falls Business Improvement District



AGENDA
July 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

1. Jon Longsdorf, 112 S Main St, The Barber Shop (review sign award grant)

OTHER BUSINESS

1. BID Survey/Business Communication- Discussion
2. BID Board membership and photo

ADJOURN

Next Meeting: August 13, 2019, 8:30 a.m.

MINUTES

June 11, 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 8:36 a.m.

Members present: Amy Halvorson, Joleen Larson, Terry McKay, Mike Pepin, Kerri Olson, Lori Moran (left at 9:31 am)

Members Absent: Shari Frisbee, Chris Blasius, Mike Miller

Others present: Sam Wessel, Amy Peterson, Trey Poe

Agenda/Meeting Minutes

The agenda and the May 2019 meeting minutes were reviewed. M/S McKay/Halvorson to approve the minutes; unanimous.

Financial Report

Financials were reviewed; no checks have been issued to Inspiring Actions Yoga, St. Croix Gas, State Farm, Dollar General, or Bo's 'n Mine, which were all approved grant funding in 2018 and 2019

Grant requests

1. Dan Nistler, 127 N Main St, Riverwalk Square, submitted an application for a façade grant to replace the flower boxes. McKay mentioned that he said this project is no longer planned, so no vote was taken for a grant award.

2. Brian Senoraske, 314 N 2nd St 200, Kinni Valley Chiropractor/Valley Square Condos, applied for a \$1,246.87 façade grant to install gutters. Larson mentioned she wasn't sure that a project like this has been funded before, so this vote would set a precedent, since items like roofs have not been funded under this program in the past. Halvorson and Moran discussed that, even if gutters are not an upgrade to the façade itself, they are important in preserving architectural features of the façade. After lengthy discussion, it was decided that gutters may be funded with façade grants, and that application materials should be updated in the future to clarify what projects qualify for a grant. M/S Halvorson/McKay to award \$1,246.87 for this project, contingent on proof of insurance; unanimous.

3. Trey Poe, 100 Spring St, Best Western, requested a \$6,000 façade grant to paint the entire building. Downtown Design Review Committee approval was granted last year for the new paint colors. M/S Halvorson/Moran to award \$6,000 for this project; unanimous.

4. Rebecca Swenson, 115 E Walnut St, The Dance Project, requested a \$238.00 sign grant for her new dance studio. She already has an approved sign permit. M/S Pepin/Halvorson to award \$238.00 for this project; unanimous.

5. Jon Longsdorf, 112 S Main St, The Barber Shop, requested a sign and façade grant totaling \$1,645.48 to add a new door and window to the building and change the hanging sign. M/S Pepin/Halvorson to award \$157.40 for the sign; unanimous. M/S Halvorson/Pepin to award \$1,488.08 for the façade; unanimous. Approval is contingent

on submittal and approval of a sign plan through the Community Development Department.

Other Business

1. BID Survey/Business Communication

Larson discussed that now that the post cards are finalized, the next steps can occur. She noted that after today's grant requests, there is limited budget left for additional projects this year.

2. Downtown Alley Pilot Project Update

Amy Peterson updated the board that letters had been sent out to downtown businesses regarding information about this project.

3. BID Board Membership and Photo

This item will be completed at a later date when more board members are present.

Other

Mike Stifter, Director of Operations, City of River Falls, provided a brief update on trash and recycling containers downtown and the areas where litter tends to accumulate.

Mike Noreen, Sustainability Coordinator, City of River Falls, will present various options for installing a downtown sound system at the August 2019 BID meeting.

Next Meeting

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

ADJOURNMENT

M/S Pepin/McKay to adjourn; unanimous vote at 9:35 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>
09/11/2018	Dollar General	façade grant	\$ 1,365.35
03/12/2019	Inspiring Actions Yoga	sign grant	\$ 827.05
03/12/2019	Kristin Jepson/State Farm	sign grant	\$ 770.00
03/12/2019	Kristin Jepson/State Farm	façade grant	\$ 2,397.50
05/14/2019	Bo's N Mine	sign grant	\$ 1,000.00
05/14/2019	Bo's N Mine	façade grant	\$ 6,000.00
06/11/2019	Dance Project	sign grant	\$ 238.00
06/11/2019	Kinni Valley Chiropractic	façade grant	\$ 1,246.87
06/11/2019	The Barber Shop	sign grant	\$ 157.40
06/11/2019	The Barber Shop	façade grant	\$ 1,488.08
06/11/2019	Best Western Plus	façade grant	\$ 6,000.00
Total to date:			\$ 21,490.25

Special Projects as outlined in "BID Board 2019 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Main Street flowers / hanging baskets	\$ 5,200.00
Second Street gardens	\$ 1,311.25
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:	\$ 21,111.25

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:	\$ 21,490.25
Pending Special Projects BID participates in:	\$ 21,111.25
Pending One-Time Budgeted items:	<u>\$ 13,500.00</u>
Total pending BID obligations:	\$ 56,101.50

Balance in checking account as of 6/28/2019:	\$ 56,852.46
2019 pending obligations:	<u>\$ 56,101.50</u>
Funds available for grant requests:	\$ 750.96

BID Grants Paid in 2019

Grants approved by BID and paid in 2019

Date approved

<u>Date paid</u>	<u>Entity receiving grant</u>	<u>Use of grant money</u>	<u>Amount granted</u>
9/11/2018 3/14/2019	Jim Leske/Dollar General	sign grant	\$ 1,000.00
5/14/2019 5/31/2019	Portfolio Design Services	sign grant	\$ 399.00
8/14/2018 6/20/2019	St. Croix Gas	façade grant	\$ 6,000.00

2019 sign grant total: \$

2019 façade grant total: \$

2019 grant total: \$

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
05/07/2019	Debit	2894	Eckert's Greenhouse/plugs for planters	- 145.78	\$ 67,215.93
05/07/2019	Debit	2895	Community Arts Base/music in park sponsor	- 1,000.00	\$ 66,215.93
05/28/2019	Debit	2896	UWRF Greenhouse/second st gardens	- 188.75	\$ 66,027.18
05/31/2019	Debit	2897	Portfolio Design Services / sign grant	- 399.00	\$ 65,628.18
06/11/2019	Debit	2898	Hub70 / postcards	- 129.77	\$ 65,498.41
06/11/2019	Debit	2899	Joleen Larson / reimburse web hosting cost	- 145.95	\$ 65,352.46
06/18/2019	Debit	2900	Pearson's / hanging baskets (25)	- 2,500.00	\$ 62,852.46
06/20/2019	Debit	2901	St. Croix Gas / façade grant	- 6,000.00	\$ 56,852.46



112 N Main St - After