

City of River Falls Business Improvement District



AGENDA
September 8, 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: 132 152 2717 password: 1234

Visiting the web link: <https://tinyurl.com/RFBID982020>

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

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES

FINANCIAL REPORT

GRANT REQUESTS

402 N Main St, Jon and Sara Filarsky, The Laundry Room (formerly North Town Cleaners)

OTHER BUSINESS

ADJOURN

Next Meeting: October 13, 2020 8:30 a.m.

MINUTES
August 11, 2020 at 8:30 a.m.
Virtual Meeting

CALL TO ORDER– Joleen Larson called the meeting to order at 8:36 a.m.

Members present: Joleen Larson, Terry McKay, Kerri Olson, Mike Miller, Jodi Nelson, Mike Pepin, Russ Korpela

Members Absent: Lori Moran, Amy Halvorson

Others present: Amy Peterson, Sam Wessel, and Jon Smits

Agenda/Meeting Minutes

The agenda and the July 2020 meeting minutes were reviewed. M/S Miller/Korpela to approve the minutes; unanimous.

Financial Report

Financials were reviewed. Kristin Jepson State Farm and The Barber Shop are removed from “pending BID obligations”.

Grant requests

None

Other Business

1. Maple St Mural Update

RFSD’s procedures for reopening in 2020 will likely not accommodate a mural project in line with social distancing, and Taylor Berman, RFHS, has requested that the project be pushed to a later term. Larson mentioned the funds could be rolled over to the 2021 budget for use when the class is able to.

2. Downtown Seating Update

Wessel mentioned that at the 8-11-2020 City Council meeting, Chief Young is expected to finalize an emergency order exempting downtown businesses from needing a special use permit for seating on sidewalks, as long as no alcohol is served there. BID Board members recommended exploring additional downtown distancing procedures for next year so businesses can have expanded seating outside as soon as it gets warm, with ideas such as barricading streets or approving temporary extension of premises permits.

3. BID potential business relief ideas

Larson led discussion on how BID funds could be used to aid businesses during the pandemic, noting the challenge of having a small budget. Korpela mentioned that matching funds with another program could be used to provide grants for businesses, or that cooperative advertising could be used to promote Downtown River Falls to the area. Ladies’ Night Out and Halloween are two opportunities to promote businesses even though many other events have canceled for the year. Other communities have implemented socially distanced activities such as a QR code scavenger hunt. Larson and Korpela will likely plan a brainstorming session for additional ideas.

Next Meeting

The next meeting will be held September 8, 2020.

ADJOURNMENT

M/S Miller/McKay to adjourn; unanimous vote at 9:01 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
07/14/2020	Dollar General / Jim Leske	façade grant	\$ 1,050.00
		Total to date:	\$ 2,050.00

Special Projects as outlined in "BID Board 2020 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Main Street flowers / hanging baskets	\$ 1,905.00
Second Street gardens	\$ 280.00
Main Street benches/trash bins	\$ 2,400.00
River Dazzle parade sponsorship	\$ 6,000.00
Building mural projects/Heritage Park sign (continuing maintenance)	\$ 3,500.00
	Total to date: \$14,085.00

Projects – funds set aside for Main Street projects

<u>Explanation of one-time budgeted item</u>	<u>Date approved</u>	<u>Amount approved</u>
Large Main Street projects (\$2,500 in 2018; \$2,500 in 2019; \$2,500 in 2020)	08/14/2018	\$ 7,500.00
Building mural project (partner with RFHS)	09/10/2019	\$ 2,500.00
	Total to date:	\$10,000.00

Summary

Pending Grants approved by BID:	\$ 2,050.00
Pending Special Projects BID participates in:	\$ 14,085.00
Pending One-Time Budgeted items:	<u>\$ 10,000.00</u>
Total pending BID obligations:	\$ 26,135.00

Balance in checking account as of 8/31/2020:	\$ 47,140.11
2020 pending obligations:	<u>\$ 26,135.00</u>
Funds available for grant requests:	\$ 21,005.11

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	Matt & Stephanie Johnson	façade grant	\$ 5,915.00
6/3/2020			

2020 sign grant total: \$

2020 façade grant total: \$

2020 grant total: \$

2020 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2019: \$ 18,400.11

<u>Date</u>	<u>Type</u>	<u>Check #</u>	<u>Project or Charge/Use</u>	<u>Amount</u>	<u>Balance</u>
1/10/2020	Debit	2919	Leitch Insurance Agency / liability insurance	- \$ 540.00	\$ 17,860.11
2/13/2020	Debit	E-check	DFI / annual report	- \$ 10.00	\$ 17,850.11
2/21/2020	Credit		Assessment check from City of RF	+\$ 42,000.00	\$ 59,850.11
6/3/2020	Debit	2920	Matt & Stephanie Johnson / façade grant	- \$ 5,915.00	\$ 53,935.11
6/3/2020	Debit	2921	UWRF Greenhouse / 2 nd St gardens	- \$ 193.25	\$ 53,741.86
6/3/2020	Debit	2922	Barnyard Botanicals / 2 nd St gardens	- \$ 1,026.75	\$ 52,715.11
6/15/2020	Debit	2923	Pearson Florist / hanging baskets	- \$ 3,000.00	\$ 49,715.11
6/17/2020	Debit	2924	RF CAB / music in park sponsorship	- \$ 1,000.00	\$ 48,715.11
7/10/2020	Debit	2925	Cedar Hill Greenhouse / hanging baskets	- \$ 1,575.00	\$ 47,140.11

River Falls Main Street BID Board
Façade & Sign Grant Application

Owner's Name: Jon & Sara Filarsky Phone #: 715-821-1906
 Applicant/Agent's Name: Sara Filarsky
 Business/Building: The Laundry Room (Formerly North Town Laundry)
 Address of Project: 402 N Main Street, River Falls, WI 54022
 Daytime Phone: 715-821-1906 Fax: _____
 Email: sara.filarsky@gmail.com

1. Project Description:

We are planning to update the exterior of the building. We would like to paint the outside brick a light gray color and the roof overhang a dark blue. There are three exterior doors that need to be replaced (not the main door) and we also plan to repair the sidewalk around the building.

2. Goal of Project:

Our goal is to give the building a fresh new updated look while still providing laundry and dry cleaning services to the community.

3. Project Time Frame:

We would like to get started as soon as possible and have updates done by the end of September.

4. Estimated Cost of Project: \$21,590 (see attached breakdown)

5. Grant Amount Requested

Signs & Awnings	\$ 1000
Building Façade & Exteriors	\$ 6000
Total	\$ 7000

6. Have you contacted the City of River Falls and received approval from the Community Development Department or Design Review Committee? YES NO

7. Name of your Architect, Designer, and Contractor: (if applicable)

To be determined. We have multiple quotes out with local companies for the different jobs we'd like to complete. Based on funding and availability we will choose our contractors.

8. Certificate of Insurance (with the City of River Falls as a notified party) must be obtained and submitted **before** the project is started, with a minimum liability limit of \$300,000.

The application must be completed and signed. ALL related documentation must be submitted prior to consideration.

I understand and agree to comply with all applicable codes, conditions of the Grant Agreement and conditions of approval. I certify that the above and attached information is accurate.

Applicant Signature Sara Filarsky Date: 7-30-2020

Print Name Sara Filarsky

For City and BID use:

Date complete application received: _____
 City or DRC approval date: _____
 BID Board approval date: _____ Amount Approved: \$ _____
 Conditions of Grant Approval: _____

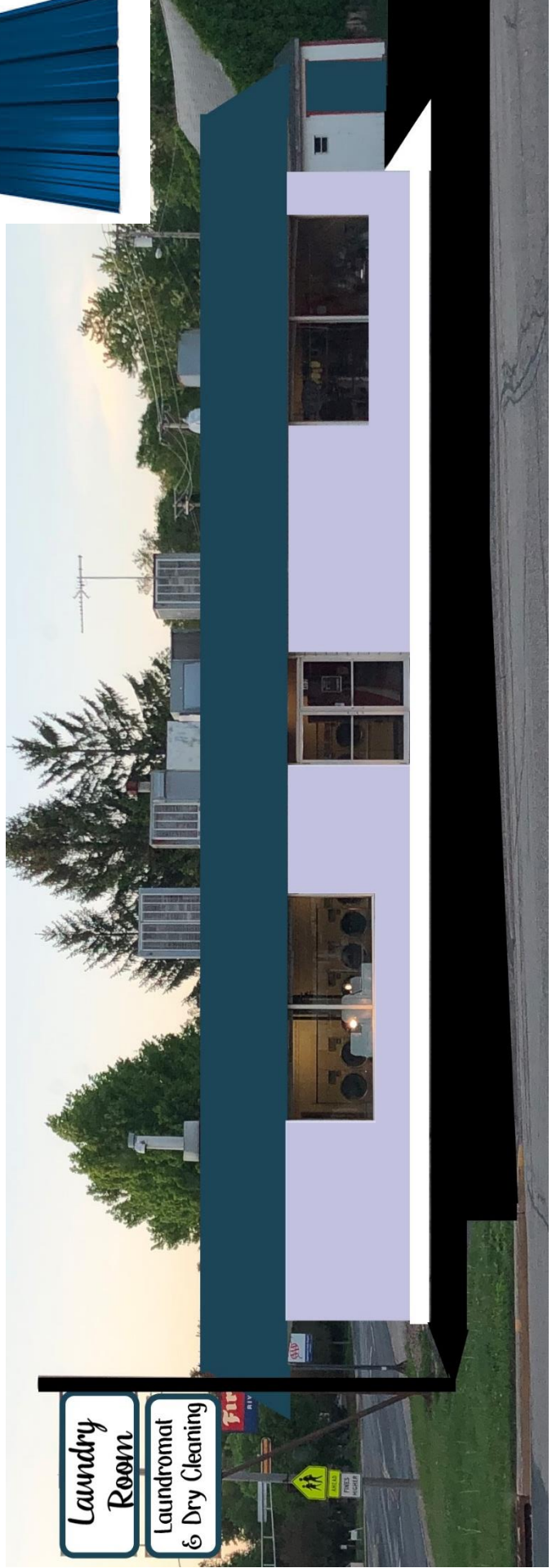
Exterior Rehab Construction Estimate Costs
for The Laundry Room (Formerly North Town Cleaners)

Façade

Work	Estimate
Exterior Painting	\$9,925
New Exterior Doors	\$6,800
Sidewalk Repairs	\$1,365
Total	\$18,090
Grant Requested (35%=\$6,331.50)	\$6,000

Sign

Work	Estimate
New Sign	\$3500+
Grant Requested (35%=\$1,225)	\$1,000



Laundry Room
Laundromat & Dry Cleaning

Mark Miller Remodeling

(715) 821-4606

Estimate

Submitted on 08/26/20

Invoice for

Jon & Sara Filarsky
Laundry Room, LLC
1224 County Road M
River Falls, WI 54022

Payable to

Mark Miller

Project

Exterior of Laundromat

Description	Qty	Unit price	Total price
Demo & remove existing overhang/soffit/fascia			
Repair as needed water damage under existing fascia			
Install new soffit/fascia and vents			
Remove, repair & raise door openings			
Install new doors and hardware			
Repair and patch downspouts (replace as needed)			
Remove existing sidewalk from south & east side of building			
Grade, form, prep and install new sidewalk			
Total Estimate			\$19,085.00
Dumpster Rental			\$1,000.00

Notes:

Subtotal

\$20,085.00

\$20,085.00

Michael Phernetton Painting LLC
616 Wisconsin St.
Hudson, WI 54016
715-531-1358
715-222-5834 (cell)

Sara and John Filarsky
1224 Cty Rd M
River Falls, WI 54022

Estimate for Exterior Painting:

Laundromat:

- Power wash cement block and soffits
- Treat mildew/staining where necessary
- Scrape loose paint
- Prime scraped areas with Peel Bond Primer
- Paint cement block and soffits with two coats of Sherwin Williams Super Paint in one color
- Paint three steel doors with two coats of latex paint

Labor: \$4,400
Paint/primer: \$550
Total: \$4,950

Option:

- Power wash shakes
- Scrape loose stain
- Wire brush scraped/weathered shakes to remove weathered wood
- Stain shakes with two coats of solid color stain

Labor: \$4,500
Stain: \$475
Total: \$4,975

Thank you,
- Michael Phernetton (owner)