

City of River Falls Business Improvement District



AGENDA

November 12, 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. Emily Jacobson, To the Point Acupuncture, 146 W Division St

OTHER BUSINESS

1. Zach Regnier, Downtown plantings update
2. Mike Noreen, Downtown sound system
3. October 22 Council meeting review
4. 2019-2021 Administration's Strategic Initiatives ([Link to City Website](#))
5. BID Board membership and photo (when all members are present)

ADJOURN

Next Meeting: December 10, 2019, 8:30 a.m.

MINUTES

September 10, 2019 at 8:30 a.m.
Foster Conference Room - City Hall
222 Lewis Street River Falls, WI 54022

CALL TO ORDER– Amy Halvorson called the meeting to order at 8:32 a.m.

Members present: Amy Halvorson, Terry McKay, Kerri Olson, Mike Miller, Jodi Nelson

Members Absent: Lori Moran, Joleen Larson, Mike Pepin

Others present: Sam Wessel, Amy Peterson, City staff; Rachel Helgeson, Hudson Star Observer

Agenda/Meeting Minutes

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

Financial Report

Financials were reviewed;

Grant requests

None; The Board reviewed Jimmy Leske’s BID Grant for Dollar General since the project greatly exceeded the initial estimates he submitted. M/S Halvorson/McKay to approve a 10% overage increase in grant funding of \$136.54 for a total façade grant of \$1501.89 for the landscaping around Dollar General’s new monument sign.

Other Business

1. Mike Noreen, Downtown Sound System

Mike Noreen, Conservation and Efficiency Coordinator from the City’s Utilities Department, presented two bids for possible downtown sound systems. Audio Architects has installed several hard wired systems in nearby Cities, such as Eau Claire and Mondovi, and they provided an estimate of \$50,881.87 for a sound system on Main St between Pine and Walnut Streets. Airnetix, based in Georgia, provided a quotes for two wireless systems of different sizes for \$15,600 and \$25,100. Utility Director Kevin Westhuis asked Mike to research the possibility of a downtown sound system, so these quotes are for informational purposes only at this time. The BID Board discussed that they do not have funds now for the project, but could possibly contribute in the future, and it would be ideal to shoot for the Main St reconstruction project which will occur in 5-10 years.

2. Maple Street Mural project information and action

Due to concerns about project timing with Taylor Berman’s class, as well the amount BID can contribute to the project in 2019, the Board discussed that this project be pushed to Fall 2020. The Board will follow up with Mr. Berman and finalize not-to-exceed costs, design, and a timeline of the project by Spring 2020 so that the project is ready to start as soon as the 2020 school year begins.

3. 2020 BID Budget Discussion and Action

After a detailed discussion, the Board approved the attached 2020 Budget. Changes from the 2019 budget include removing Main Street banners (\$3700) and Wayfinding (\$4,250) payments, freeing up considerable

funding to use for sign and façade grants, as well as increasing the mural project fund from \$2,500 to \$3,500. It was discussed that certain categories, such as Main St. benches and trash cans will likely not be used up in 2020, so those funds can go towards other downtown projects if needed. M/S Miller/McKay; unanimous.

4. BID Board membership and photo

This item is to be kept on the agenda until all members are present for a photo.

Other

BID Board members requested an update from Zach Regnier, City of River Falls, who is wrapping up his first year managing downtown BID-funded flowers and landscaping.

Next Meeting

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

ADJOURNMENT

M/S Halvorson/Miller to adjourn; unanimous vote at 9:30 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>
03/12/2019	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	The Barber Shop	sign grant	\$ 157.40
		Total to date:	\$ 10,324.90

Special Projects as outlined in "BID Board 2019 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Main Street flowers / hanging baskets	\$ 3,180.00
Second Street gardens	\$ 502.25
Main Street banners	\$ 3,700.00
Building mural projects/Heritage Park sign (continuing maintenance)	\$ 2,500.00
	Total to date:
	\$ 9,882.25

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:	\$ 10,324.90
Pending Special Projects BID participates in:	\$ 9,882.25
Pending One-Time Budgeted items:	<u>\$ 13,500.00</u>
Total pending BID obligations:	\$ 33,707.15

Balance in checking account as of 10/29/2019:	\$ 34,467.11
2019 pending obligations:	<u>\$ 33,707.15</u>
Funds available for grant requests:	\$ 759.96

BID Grants Paid in 2019

Grants approved by BID and paid in 2019

Date approved <u>Date paid</u>	Entity receiving grant	Use of grant money	Amount granted
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
6/11/2019 7/11/2019	The Dance Project	sign grant	\$ 238.00
3/12/2019 7/25/2019	Inspiring Actions Yoga	sign grant	\$ 344.51
09/11/2018 09/11/2019	Jim Leske/Dollar General	façade grant	\$ 1,501.89
06/11/2019 09/11/2019	Best Western Plus	façade grant	\$ 6,000.00
08/13/2019 09/11/2019	Erin Tomlinson	façade grant	\$ 273.00
06/11/2019 09/25/2019	Jon Longsdorf/The Barber Shop	façade grant	\$ 1,488.08
06/11/2019 10/29/2019	River Valley Chiropractic (Brian Senoraske)	façade grant	\$ 1,246.87
		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
07/11/2019	Debit	2902	The Dance Project / sign grant	- 238.00	\$ 56,614.46
07/16/2019	Debit	2903	Barnyard Botanicals / 2 nd St gardens	- 809.00	\$ 55,805.46
07/25/2019	Debit	2904	Inspiring Actions Yoga / sign grant	- 344.51	\$ 55,460.95
07/25/2019	Debit	2905	Cedar Hill Greenhouse / hanging baskets (20)	- 2,020.00	\$ 53,440.95
08/29/2019	Debit	2906	City of River Falls / trash bins	- 2,400.00	\$ 51,040.95
08/30/2019	Debit	2907	RF Chamber of Commerce / River Dazzle	- 6,000.00	\$ 45,040.95
09/11/2019	Debit	2908	USPS / Post Office Box rental fee	- 64.00	\$ 44,976.95
09/11/2019	Debit	2909	Erin Tomlinson / façade grant	- 273.00	\$ 44,703.95
09/11/2019	Debit	2910	Best Western Plus / façade grant	- 6,000.00	\$ 38,703.95
09/11/2019	Debit	2911	Jim Leske (Dollar General) / façade grant	- 1,501.89	\$ 37,202.06
09/25/2019	Debit	2912	Jon Longsdorf (The Barber Shop) / façade	- 1,488.08	\$ 35,713.98
10/29/2019	Debit	2913	River Valley Chiropractic / façade grant	- 1,246.87	\$ 34,467.11

**River Falls Main Street BID Board
Façade & Sign Grant Application**

Owner's Name: Stephanic Johnson
 Applicant/Agent's Name: Emily Jacobson Phone #: 715-307-4001
 Business/Building: To The Point Acupuncture
 Address of Project: 146 W Division
 Daytime Phone: 715-307-4001 Fax: NA
 Email: tothepoint.emily@gmail.com

1. Project Description: 3 signs (one per business in building)
2 @ 12.5 sq ft, 1 @ 4 sq ft.
2. Goal of Project:
3. Project Time Frame: begining of Dec
4. Estimated Cost of Project: \$ 1,500

5. Grant Amount Requested

Signs & Awnings	\$ 525
Building Façade & Exteriors	\$
Total	\$

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)
David Markson
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  Date: 11-4-19

Print Name Emily Jacobson

For City and BID use:

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

Sign and Design

David Markson

SIGN PAINTER & MURAL ARTIST

715 - 821 - 5020

36 Sunview Drive, River Falls, WI 54022

dsmarkson@yahoo.com

**CUSTOMER : To the Point Acupuncture, Well Living
Massage, and Santosa Studio
146 West Division Street, River Falls WI**

DESCRIPTION OF WORK	AMOUNT
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ESTIMATE FOR SIGN WORK:

3 separate flat-mounted painted signs on 1/2" MDO sign board, with total square footage of approximately 34 sq. ft. :

"To the Point Acupuncture and Tai Chi" - shaped sign (see sketch) at approximately ~~35~~^{12.5} sq. ft. \$500

"Well Living Massage" - shaped sign (see sketch) at approximately ~~15~~^{12.5} sq. ft. \$500

"Santosa Studio" - rectangular sign (6' x 8" = 4 sq. ft.) \$200

Plus address numbers on building \$50

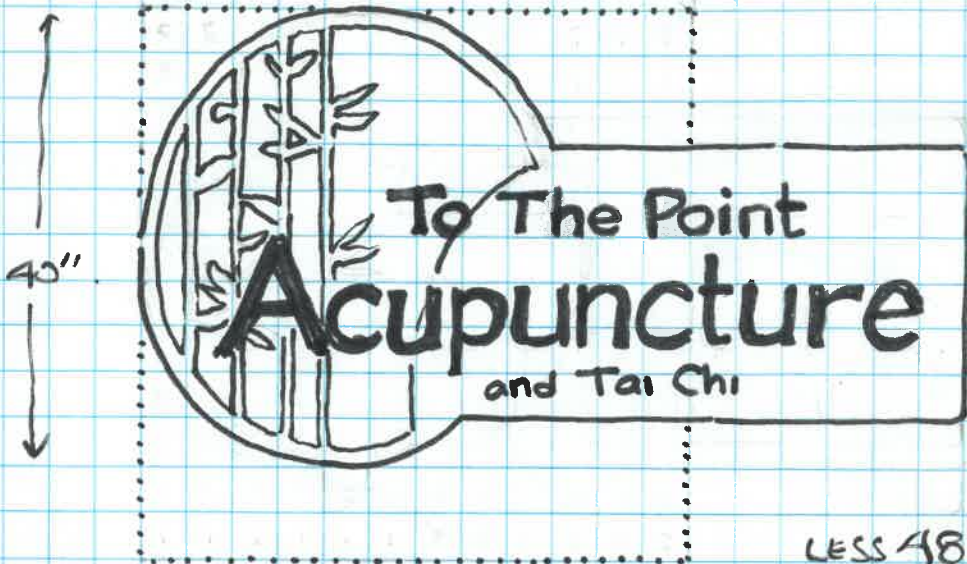
Plus installation of all signs \$250

TOTAL ESTIMATE\$1500

Sign and Design 11/5/19
David W. Markson

9 SQUARES = 1 SQ FT.

← 72" →



ADD 36 SQUARES

LESS 48 SQUARES

* Dotted outlines indicate
48" x 48" or 16 sq. ft.

THIS SIGN < 15 SQ FT

NOTE: IF NOT CLOSE ENOUGH
TO MEET SQ FT LIMITS, MINOR
ADJUSTMENTS WILL BE MADE
TO THE SHOWN DIMENSIONS

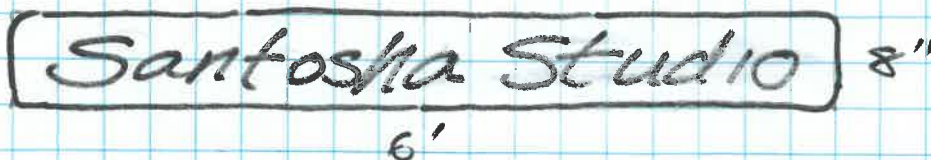


ADD 30 SQUARES

LESS ~ 46 SQUARES

THIS SIGN < 14 SQ FT

THIS SIGN ≈ 4 SQ FT



10/01/2019

Mayor Toland

River Falls BID board
River Falls City Council

FYI – I presented this to the BID for their (and your) hoped consideration. Tom Nelson – business owner

For the board's consideration-

A hold on the distribution of private grants for 5 years with the money instead used in cooperation with the City for needed alley improvements.

Please consider information below:

#1. Though well explained by the BID program, many businesses are unaware of the private fund use and tend to agree with me (that the funds should remain for general vs private benefit).

My reasons: Private funds could be used by:

- a competitor
- business I do not "agree with" ie: smoke shop, guns shop, political organization
- poor business model - just not going to make it.
- large, wealthy corporation
- non profits which don't pay in
- property sale with profit taken by seller

#2. The City of River Falls recently put out a survey of interest (to businesses adjacent to alleys) in consideration of sharing alley improvement costs. I am guessing not many adjacent businesses voiced interest. The split was 50% City 50% adjacent. A 50% city, 25% BID and 25% adjacent might be more agreeable.

#3. The City does have a plan to limit street access to businesses. The plan includes diverting business traffic to alleys for parking and entry. (I have a case in point as I own a "for sale" lot on 2nd street. The City states buyer must close off 2nd street access for parking and entry from the alley. The alley (especially in winter) is nearly impassable and entry to and from (alley - street) is extremely dangerous. My plans to build on the site were squelched by this requirement.

In speaking with many of the downtown businesses (and especially those adjacent to the alleys), there is strong support for this proposal.

I can't think of any project that would do more to improve the downtown business district.

Thank you for your attention and consideration.

Tom Nelson