# **City of River Falls Business Improvement District**



# MINUTES March 9, 2021 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, Terry McKay, Amy Halvorson, Heidi Hanson

Members Absent: Lori Moran, Jodi Nelson, Mike Pepin, Russ Korpela

Others present: Brandt Johnson, Jon Smits

#### **Agenda/Meeting Minutes**

Minutes from 2-9-2021 were reviewed. M/S McKay/Halvorson to approve minutes: unanimous.

### **Financials**

Kerri Olson said she deposited a \$42,000 check and that the Board has roughly \$37,000 for grants this year. Joleen Larson said that it might be good to advertise in the City's newsletter that there is money for businesses to use for them to take advantage of.

# Recap gift certificate program

Larson said they have 510 gift certificates and that they can be made into a gift basket that includes flowers. The goal would be to distribute gift certificates to the teachers before spring break starts on March 22. Terry McKay and Mike Miller said businesses that they have talked to are appreciative of the gift certificates.

## Hanging basket / Second Street garden for spring

Larson said it is that time of the year to get hanging baskets ready for around downtown and that they will reach out to the three vendors to help out. Larson said that they will start prepping the Second Street gardens as well. Kerri Olson said there is \$1,500 set aside for the gardens. Brandt Johnson will see if there is a bench need on the pathways.

#### **Next Meeting**

The next meeting will be held April 13, 2021.

#### **ADJOURNMENT**

M/S Halvorson/McKay to adjourn; unanimous vote at 9:04 a.m.