

MINUTES

March 10, 2020 at 8:30 a.m.

Admin Conference Room - City Hall
222 Lewis Street River Falls, WI 54022

CALL TO ORDER– Joleen Larson called the meeting to order at 8:35 a.m.

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

Members Absent: Amy Halvorson, Lori Moran, Mike Pepin, Russ Korpela

Others present: Amy Peterson, Sam Wessel, Matt and Stephanie Johnson

Agenda/Meeting Minutes

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

Financial Report

Financials were reviewed.

Grant requests

1. Matt and Stephanie Johnson

The Garage Bikes & Brews, 109 W Cedar St

Matt and Stephanie explained that their business will sell bikes, including electric bikes, while offering beer, coffee, and kombucha. They are requesting funding since they are adding new signage, repainting, and replacing garage doors (one will be glass). M/S McKay/Miller to award \$6,000 in façade grant funding and \$1,000 in sign grant funding for 109 W Cedar St.

Other Business

1. BID Reappointments

Larson noted that Amy Halvorson was reappointed through Dec 2021 and Mike Miller through Dec 2022.

2. Hanging basket update

Larson updated the BID Board that downtown hanging baskets would be delivered in the upcoming week.

3. Possible Mural changes

Larson described that BID should adopt a policy regarding murals where a business is looking to add doors or windows on walls with existing murals. This is in response to an inquiry at 127 N Main St where a business wanted to replace the door, which is part of an existing mural, with a glass one. While the project didn't go forward, BID should determine how to address similar situations in the future.

4. Election of officers

Larson called for the election of officers at the upcoming April 2020 BID meeting due to changes in responsibilities at her job and to open the opportunity to serve as president to other BID Board members.

5. BID Board Photo

This item is to be kept on agendas until the full BID Board is in attendance.

6. Next month: Taylor Berman, Maple St. Bridge Mural

BID has set aside \$2500 in the 2020 budget under Main Street Projects and \$3500 under Special Projects to put towards the mural. Taylor Berman, RFHS, will come to the April BID meeting to discuss project details.

Next Meeting

The next meeting will be held April 14, 2020.

ADJOURNMENT

M/S McKay/Nelson to adjourn; unanimous vote at 9:15 a.m.