

MINUTES

July 11, 2023 at 8:30 a.m.

Foster Conference Room – City Hall
222 Lewis Street River Falls, WI 54022

Members present: Terry McKay, Joleen Larson, Amy Freeman, Amy Halvorson, Kerri Olson, Vince Seidling, Mike Miller,

Members Absent: Mike Pepin, Russ Korpela, Heidi Hanson,

Others present:

CALL TO ORDER– Larson called the meeting to order at 8:33 a.m.

Agenda/Meeting Minutes

The meeting minutes for the June 2023 meeting were approved. **M/S Halvorson/ Freeman. Unanimous**

Financials

The BID Financials were approved. **M/S Seidling/McKay. Unanimous**

Façade Loan Review

Burns gave a background on the Façade Loan that is offered by the Regional Business Fund. The BID Board had been designated as the Façade Loan Review committee which is required to review all façade loan applications in the community. A business located in the River Falls downtown area applied for the loan. Burns gave a background on the proposed scope of work that the applicant is looking to complete with the loan. The BID Board reviewed the background of the applicant and the financial disclosures provided. Kerri Olson and Mike Miller provided their lending experience as the BID Board reviewed the application. Members Olson and Miller felt that the applicant had credit worthiness for lending. Neither noted red flags in the application. **M/S Miller/Halvorson. Unanimous.**

Website Update

Burns shared the finished BID Board website that was completed by Anchor Websites. The group felt that the update was done well and there were no changes requested.

Div and Main St Street Art

Burns recapped the AARP grant that was won by the City to implement traffic calming measures at the intersection of Division and Main St. Burns stated that the city was looking to incorporate some pavement artwork done by a local artist to the project. Burns asked if the BID Board would be interested in contributing money to the artwork costs as the BID Board had previously funded public artwork. Board members felt that it was a better use of BID Board funds to save the money for façade and signage improvements. The Board opted to decline the opportunity to contribute.

ADJOURNMENT

Vote to adjourn at 9:27; **Unanimous**

BID Board Chair:
BID Staff:

Joleen Larson
Sam Burns

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