

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.