

MINUTES

September 12, 2023 at 8:30 a.m.
Foster Conference Room – City Hall
222 Lewis Street River Falls, WI 54022

Members present: Terry McKay, Amy Freeman, Amy Halvorson, Kerri Olson, Vince Seidling, Mike Miller, Mike Pepin, Russ Korpela, Heidi Hanson,

Members Absent: Joleen Larson

Others present: Sam Burns, Emily Shively

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

Agenda/Meeting Minutes

The meeting minutes for the August 2023 meeting were approved. **M/S Miller/Hanson. Unanimous**

Financials

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

2024 BID Levy

Burns informed the group that City Staff were working on getting the 2024 BID Board Levy processed for the September and October City Council Meeting. Burns reported that the Chair Larson requested that the budget remain the same as previous years.

Hanging Baskets

Halvorson spoke on behalf of the absent Chair. Halvorson reported that Larson recommended the allocation of \$2,000 in the BID 2024 budget for contributions to partners like UWRF. Larson requested this get moved out of the façade loan budget as it has been underutilized.

2024 BID Budget

Chamber of Commerce Executive Director Korpela shared a request from the Downtown Business Leaders (DBL) that the BID Board make a \$2,000 donation to support downtown events and initiatives. A conversation was had between BID Board members on the limitations of BID funds and how the group has donated money on a per request basis for events the DBL hosted in the past. Korpela talked about the benefits that money upfront provides in terms of coordination and planning. BID Members discussed that information and agreed on providing a \$1,000 donation as a 2024 Budget item. This \$1,000 donation would be taken from the façade and sign grant loan. The board agreed on reallocating \$2,000 and \$1,000 from the façade loan to pay for hanging basket partnerships and as a donation to the DBL. This left \$14,736 in the grant fund. The 2024 budget was approved. **M/S Miller/Pepin. Unanimous**

ADJOURNMENT

Vote to adjourn at 9:08; **Unanimous**