

# City of River Falls Business Improvement District

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## AGENDA

February 8, 2022 at 8:30 a.m.

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

### CALL TO ORDER

### APPROVAL OF AGENDA/MINUTES

December 14, 2021 BID Meeting Minutes

### FINANCIAL REPORT

### OTHER BUSINESS

St. Patrick's Day discussion- Terry Mckay

2022 Elections

Upcoming project overview

### ADJOURN

Next Meeting: March 8, 2022 8:30 a.m.

**NOTE:** Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials to be in an accessible location or format, may contact City Clerk Amy White at (715) 426-3408 or in person at 222 Lewis Street, for accommodations. Requests for accommodations should be made at least three (3) business days in advance of the meeting. Every effort will be made to arrange accommodations.

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BID Board Chair: Joleen Larson  
BID Staff: Sam Burns

715-426-7776  
715-426-3446

joleenlarson@hotmail.com  
sburns@rfcity.org

## MINUTES

December 14, 2021 at 8:30 a.m.  
Training Room – City Hall  
222 Lewis Street River Falls, WI 54022

**Members present:** Joleen Larson, Mike Miller, Amy Halvorson, Terry McKay, Heidi Hanson, Mike Pepin, Russ Korpela,

**Members Absent:** Kerri Olson

**Others present:** Sam Burns, Emily Shively

**CALL TO ORDER**– Joleen Larson called the meeting to order at 8:38 a.m.

### Agenda/Meeting Minutes

#### Financials

Olson was not present to discuss the BID Board Financials. They were provided beforehand via email to the BID Board Committee members. Planner Burns stated the only outstanding grants yet to be awarded were for Bo John's. Receipts for the exterior renovation and sign replacement still need to be provided before the check would be issued.

#### Comprehensive Plan

Planner Burns presented a slideshow on the current 2040 Comprehensive and Companion Planning process. The goals of the plan, engagement efforts, and timeline were all discussed. No action was needed from BID members. This was merely an informative effort.

BID Board Members were encouraged to start thinking about how they would participate in the upcoming public engagement process.

#### 2022 Events/Meetings

Members discussed the success of the past events facilitated by the BID Board. Planner Burns brought up that a discussion was had at the last meeting regarding opportunities to use unspent BID Board money. Larson said that while the Board wasn't looking to spend money for the sake of spending money it would be good for members to think of opportunities to promote further business opportunities and encourage community engagement.

#### Next Meeting

The next meeting will be held January 11, 2021.

#### ADJOURNMENT

M/S McKay to adjourn; unanimous vote at 9:17 a.m.

## 2022 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2021: \$ 57,683.12

<u>Date</u>	<u>Type</u>	<u>Check #</u>	<u>Project or Charge/Use</u>	<u>Amount</u>	<u>Balance</u>
01/19/2022	Debit	2946	West Bend Mutual Ins. Co./liability insurance	-\$ 555.00	\$ 57,128.12

## Pending BID Obligations

### Grants approved by BID

<u>Date approved</u>	<u>Entity receiving grant</u>	<u>Use of grant money</u>	<u>Amount granted</u>
4/13/2021	Broz	façade grant	\$ 6,000.00
10/12/2021	Main Street Prop. (Bo Jon's)	sign grant	\$ 1,000.00
10/12/2021	Main Street Prop. (Bo Jon's)	façade grant	\$ 1,750.00
<b>Total to date:</b>			<b>\$ 8,750.00</b>

### Operating Expenses as outlined in "BID Board 2021 Budget"

PO Box service fee	\$ 64.00
Liability insurance	\$ 600.00
City of RF administrative fees	\$ 2,500.00
Misc. printing, postage & supplies	\$ 500.00
Website maintenance	\$ 500.00
<b>Total to date:</b>	<b>\$ 4,164.00</b>

### Special Projects as outlined in "BID Board 2021 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Music in the Park sponsorship	\$ 1,000.00
Main Street flowers / hanging baskets	\$ 7,700.00
Second Street gardens	\$ 1,500.00
Main Street benches/trash bins	\$ 2,400.00
River Dazzle sponsorship	\$ 6,000.00
Building mural projects/Heritage Park sign (continuing maintenance)	\$ 1,000.00
<b>Total to date:</b>	<b>\$ 19,600.00</b>

### Projects – funds set aside for Main Street projects

<u>Explanation of one-time budgeted item</u>	<u>Date approved</u>	<u>Amount approved</u>
Large Main Street projects (\$2,500 in 2018; \$2,500 in 2019; \$2,500 in 2020; \$2,500 in 2021; \$2,500 in 2022)	08/14/2018	\$ 12,500.00
Building mural project (partner with RFHS) (\$2,500 in 2020; \$2,500 in 2021; \$2,500 in 2022)	09/10/2019	\$ 7,500.00
<b>Total to date:</b>		<b>\$ 20,000.00</b>

### Summary of BID Obligations

Pending Grants approved by BID:	\$ 8,750.00
Operating Expenses:	\$ 4,164.00
Pending Special Projects:	\$ 19,600.00
Pending One-Time Budgeted items:	<u>\$ 20,000.00</u>
Total pending BID obligations:	\$ 52,514.00

**Balance in checking account as of 1/31/2022:** \$ 57,128.12

**2022 pending obligations:** \$ 52,514.00

**Funds available for grant requests:** \$ 4,614.12