



# City of River Falls Business Improvement District

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**AGENDA**  
**FEBRUARY 10, 2026 AT 8:30 A.M.**  
**CITY HALL – FOSTER CONFERENCE ROOM**  
**222 LEWIS STREET RIVER FALLS, WI 54022**

**CALL TO ORDER**

**APPROVAL OF AGENDA/MINUTES**

January 13, 2026 BID Meeting Minutes

**FINANCIAL REPORT**

**OTHER BUSINESS**

1. Main Street Updates – Presentation: Downtown alley analysis

**ADJOURN**

Next Meeting: March 10, 2026 at 8:30 a.m., Foster Conference Room, City Hall

**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.

**POSTED:** River Falls City Hall, River Falls Public Library, River Falls Police Department: February 5, 2026

## MINUTES

**JANUARY 13, 2026 AT 8:30 A.M.  
FOSTER CONFERENCE ROOM – CITY HALL  
222 LEWIS STREET RIVER FALLS, WI 54022**

**Members present:** Joleen Larson, Mike Miller, Rosa Magnus, Vince Seidling, Kerri Olson, Terry McKay, Andrew Singerhouse

**Members Absent:** Amy Halvorson, Heidi Hanson, Amy Freeman

**Others present:** Emily Shively, City of River Falls

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

### AGENDA/MEETING MINUTES

The meeting minutes for the December 9, 2025 meeting were approved. **M/S Miller/McKay. Unanimous.**

### FINANCIALS

Olson reviewed the Financial Report and noted that all grant approvals have been paid. The balance available for grant awards is approximately \$50,000.

### GRANT REQUESTS

#### **Sign Grant: Adoray's Treasures from the Heart, 200 S. Main Street**

An application for a sign grant was submitted by Adoray's Treasures from the Heart to update three signs on the building. The requested amount is \$978.51. **M/S McKay/Miller. Unanimous.**

### OTHER BUSINESS

#### **Second Street Gardens and Hanging Baskets**

Chair Larson stated that there isn't anything to report on the gardens right now; she plans to order plants for the Second Street gardens in February.

#### **Main Street Updates**

Singerhouse noted that the photography studio may be submitting a grant request for new signage/awning soon. McKay affirmed that Garden Divas is moving into the former Bo Jon's space (they will keep their current location as well). Larson had a call from someone looking for 750-2000 square feet of space; members noted that there are few available retail locations downtown. McKay noted that the former Little Adventures daycare building is available for lease by the North Main Kwik Trip; she also said that Swedes is still for sale and the price has come down a little (\$1.6M). McKay said that the hotel sale fell through and the former Anytime Fitness space (3,600sf) is available for lease. She also said that the lot at 315 N. Second Street is still for sale and there is an offer on Aaron Tomlinson's building that hasn't closed yet.

Larson noted that she will make more postcards to hand out to downtown businesses about BID grants.

Shively said that the City is still on track to submit a Federal BUILD grant in February and will be looking for letters of support from downtown stakeholders. A public information meeting will likely be held sometime this spring to provide updates and a preliminary timeline for the project.

**ADJOURNMENT**

Chair Larson adjourned the meeting at 8:59am