

City of River Falls Business Improvement District



AGENDA

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

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES

July 11, 2023, BID Meeting Minutes

FINANCIAL REPORT

BID Financials

GRANT APPLICANTS

OTHER BUSINESS

1. BID Levy
2. Hanging baskets meeting update

ADJOURN

Next Meeting: October 10, 2023 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.

BID Board Chair: Joleen Larson
BID Staff: Sam Burns

715-426-7776
715-426-3446

joleenlarson@hotmail.com
sburns@rfcity.org

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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BID Grants Paid in 2023

Grants approved by BID and paid in 2023

Date approved

<u>Date paid</u>	<u>Entity receiving grant</u>	<u>Use of grant money</u>	<u>Amount granted</u>
6/14/2022 4/5/2023	Hub 70	façade grant	\$ 532.55
6/14/2022 7/17/2023	Vincent Seidling	façade grant	\$6,000.00
2/14/2023 8/8/2023	Swinging Bridge Brewing	façade grant	\$6,000.00

2023 sign grant total: \$

2023 façade grant total: \$

2023 grant total: \$

2023 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2022: \$ 63,840.46

<u>Date</u>	<u>Type</u>	<u>Check #</u>	<u>Project or Charge/Use</u>	<u>Amount</u>	<u>Balance</u>
1/23/2023	Debit	2965	West Bend Ins Co / liability ins	\$ 565.00	\$ 63,275.46
2/24/2023	Debit	2966	RF CAB / Music in the Park sponsorship	\$ 1,000.00	\$ 62,275.46
2/28/2023	Debit	2967	DFI e-check / annual report filing fee	\$ 25.00	\$ 62,250.46
3/8/2023	Debit	2968	RF Business Leaders / potato crawl	\$ 2,000.00	\$ 60,250.46
3/9/2023	Credit		Assessment from City of RF	+ \$42,000.00	\$102,250.46
4/5/2023	Debit	2969	Hub70 / façade grant	\$ 532.55	\$101,717.91
4/19/2023	Debit	2970	Anchor Websites, LLC / website	\$ 1,092.50	\$100,625.41
6/7/2023	Debit	2971	Barnyard Botanicals / 2 nd St gardens	\$ 1,085.75	\$ 99,539.66
6/7/2023	Debit	2972	UWRF Greenhouse / 2 nd St gardens	\$ 157.04	\$ 99,382.62
6/16/2023	Debit	2973	Cedar Hill Greenhouse / Hanging baskets	\$ 1,650.00	\$ 97,732.62
6/16/2023	Debit	2974	Pearson Florist / Hanging baskets	\$ 3,100.00	\$ 94,632.62
6/28/2023	Debit	2975	Eckert's Greenhouse / Hanging baskets	\$ 145.59	\$ 94,487.03
7/17/2023	Debit	2976	Anchor Websites, LLC / website	\$ 1,092.50	\$ 93,394.53
7/17/2023	Debit	2977	Vincent Seidling / façade grant	\$ 6,000.00	\$ 87,394.53
8/8/2023	Debit	2978	Swinging Bridge Brewing / façade grant	\$ 6,000.00	\$ 81,394.53
8/30/2023	Debit	2979	Anchor Websites, LLC / annual fee	\$ 319.35	\$ 81,075.18

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>
4/12/2022	Tarnation Tavern	sign & façade grants	\$ 7,000.00
6/14/2022	Junior's	sign grant	\$ 1,000.00
1/10/2023	Kinni Properties	sign & façade grants	\$ 7,000.00
2/14/2023	Glass Express	sign grant	\$ 1,000.00
		Total to date:	\$ 16,000.00

Operating Expenses as outlined in "BID Board 2023 Budget"

PO Box service fee	\$ 74.00
Liability insurance	\$ 600.00
Misc. printing, postage & supplies	\$ 500.00
	Total to date: \$ 1,174.00

Special Projects as outlined in "BID Board 2023 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Main Street flowers / hanging baskets	\$ 2,950.00
Second Street gardens	\$ 250.00
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
	Total to date: \$ 12,600.00

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; \$2,500 in 2023)	08/14/2018	\$ 15,000.00
Building mural project (partner with RFHS) (\$2,500 in 2022)	09/10/2019	\$ 2,500.00
	Total to date:	\$ 17,500.00

Summary of BID Obligations

Pending Grants approved by BID:	\$ 16,000.00
Operating Expenses:	\$ 1,174.00
Pending Special Projects:	\$ 12,600.00
Pending One-Time Budgeted items:	<u>\$ 17,500.00</u>
Total pending BID obligations:	\$ 47,274.00

Balance in checking account as of 8/31/2023: \$ 81,075.18

2023 pending obligations: \$ 47,274.00

Funds available for grant requests: \$ 33,801.18

River Falls Business Improvement District "BID" Board Proposed 2024 Budget

Date: September 12, 2023
To: Josh Solinger, City of River Falls
From: BID Board / Joleen Larson, President
Subject: Proposed 2024 Annual Budget Projection

INCOME

Projected BID Assessment income: \$ 44,500.00

OPERATING EXPENSES:

--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 \$ 1,000.00

Total Operating Expenses: \$ 4,664.00

SPECIAL PROJECTS:

(projects supported by BID year after year)

--Music in the Park sponsorship \$ 1,000.00
--Main Street flowers/hanging baskets \$ 7,700.00
--Second Street Gardens \$ 1,500.00
--Main St. benches/trash bins
(purchase/maintenance) \$ 2,400.00
--River Dazzle sponsorship \$ 6,000.00
--Building mural maintenance \$ 1,000.00

MAIN ST. PROJECTS:

(BID monies designated for projects)

--Large Main St. projects \$ 2,500.00

Total Special Projects: \$ 22,100.00

FAÇADE & SIGN GRANT FUNDING AVAILABLE: \$ 17,736.00