

# City of River Falls Business Improvement District

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## AGENDA

May 10, 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

April 11, 2022 BID Meeting Minutes

### FINANCIAL REPORT

### GRANT APPLICANTS

1. Old Man Golf Apparel

### OTHER BUSINESS

1. Board elections
2. BID Board Website

### ADJOURN

Next Meeting: June 14, 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.

## MINUTES

April 12, 2022 at 8:30 a.m.

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

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

**Members Absent:** None

**Others present:** Emily Shively, City Staff; Fred Barr, FNC Properties (Tarnation Tavern); Trey Poe, Legacy Hotel Group (Radisson Hotel)

**CALL TO ORDER**– Joleen Larson called the meeting to order at 8:30 a.m.

### Agenda/Meeting Minutes

The meeting minutes for the February 8, 2022 meeting were approved.

### Financials

Olson was present to provide information regarding the financials and noted that the deposit from the City has been received.

### Grant Application for Radisson Hotel Signage

Trey Poe, Legacy Hotel Group, described the proposed sign changes resulting from a brand change at the hotel. One new sign would be placed on the south-facing wall; all other sign locations would stay the same. The total cost for signage is estimated at \$25,000.00. The proposed signage is eligible for the full grant amount of \$1,000.00.

M/S McKay/Halvorson to approve \$1,000.00 for Radisson Hotel sign improvements. Unanimous.

### Grant Application for Tarnation Tavern

Fred Barr, FNC Properties, described the planned façade renovations and signage improvements at 128 N. Main Street. Existing wood siding would be replaced with LP Smartside shakes across the Main Street façade, a twelve-foot-wide patio door would be installed for improved light and visibility into the music venue. An old-style awning would be placed above the patio door and would contain the new signage for Tarnation Tavern. Additional improvements are planned for the upper windows and fire escape and the Maple Street door would be replaced. Total improvements to the building are estimated at \$40,000.00. The applicant is requesting \$1,000.00 for signage and awnings and \$6,000.00 for building façade improvements.

M/S Halvorson/Pepin to approve a total of \$7,000.00 for signage and exterior improvements subject to submission of invoices. Unanimous.

### **2022 Events/Meetings**

Korpela provided some updates on coming events: River Falls Days will take place July 7-10, 2022. Bluegrass, Bourbon, and Blues Festival has sold out and hotels are full for the weekend. The Chamber provided a grant to Community Arts Base to host larger concert events on the City Hall plaza with food trucks.

### **Misc.**

Chair Larson noted that the planters are getting ready to be placed. Miller provided an update on the Sears space near Tattersall – Shopko Optical will take half of the space and 5,000 sf will be available for showroom/warehouse. There was some discussion about updating the BID website. Chair Larson noted that board elections would be on the agenda for May.

### **Next Meeting**

The next meeting will be held May 10, 2022.

### **ADJOURNMENT**

M/S Halvorson to adjourn; unanimous vote at 9:18 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
02/08/2022	Debit	2947	RF Business Leaders / Potato soup crawl	-\$ 1,500.00	\$ 55,628.12
03/02/2022	Debit	2948	RF CAB / Music in the Park sponsorship	-\$ 1,000.00	\$ 54,628.12
03/08/2022	Debit	2949	Main St Properties (Bo Jon's)/sign & façade	-\$ 2,750.00	\$ 51,878.12
03/17/2022	Credit		Deposit (assessment from City)	+\$ 42,000.00	\$ 93,878.12

## 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
4/12/2022	Radisson Hotel	sign grant	\$ 1,000.00
4/12/2022	Tarnation Tavern	sign grant	\$ 1,000.00
4/12/2022	Tarnation Tavern	façade grant	\$ 6,000.00
		<b>Total to date:</b>	<b>\$ 14,000.00</b>

### Operating Expenses as outlined in "BID Board 2022 Budget"

PO Box service fee	\$ 64.00
Misc. printing, postage & supplies	\$ 500.00
Website maintenance	\$ 500.00
<b>Total to date:</b>	<b>\$ 1,064.00</b>

### Special Projects as outlined in "BID Board 2022 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
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>\$ 18,600.00</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:	\$ 14,000.00
Operating Expenses:	\$ 1,064.00
Pending Special Projects:	\$ 18,600.00
Pending One-Time Budgeted items:	<u>\$ 20,000.00</u>
Total pending BID obligations:	\$ 53,664.00

**Balance in checking account as of 4/30/2022:** \$ 93,878.12

**2022 pending obligations:** \$ 53,664.00

**Funds available for grant requests:** \$ 40,214.12

**River Falls Main Street BID Board**  
**Façade & Sign Grant Application**

Owner's Name: Craig Hofland Phone #: 715-690-5656  
 Applicant/Agent's Name: OMG-Old Man Golf Apparel  
 Business/Building: Kinni Professional Building  
 Address of Project: 103 S. second St.  
 Daytime Phone: 715-690-5656 Fax: \_\_\_\_\_  
 Email: omggolfapparel@gmail.com

1. Project Description: New vinyl signs for current building marquee.

2. Goal of Project: signage for new business

3. Project Time Frame: ASAP

4. Estimated Cost of Project: \$221.55

5. Grant Amount Requested

Signs & Awnings	\$ 221.55
Building Façade & Exteriors	\$
Total	\$ <u>221.55</u>

6. Have you contacted the City of River Falls and received approval from the Community Development Department or Design Review Committee? YES  NO

7. Name of your Architect, Designer, and Contractor: (if applicable) Applied Design & Signs

8. Certificate of Insurance (with the City of River Falls as a notified party) must be obtained and submitted before the project is started, with a minimum liability limit of \$300,000.

**The application must be completed and signed. ALL related documentation must be submitted prior to consideration.**

I understand and agree to comply with all applicable codes, conditions of the Grant Agreement and conditions of approval. I certify that the above and attached information is accurate.

Applicant Signature Craig Hofland Date: 04/07/2021

Print Name Craig Hofland

For City and BID use:  
 Date complete application received: \_\_\_\_\_  
 City or DRC approval date: \_\_\_\_\_  
 BID Board approval date: \_\_\_\_\_ Amount Approved: \$ \_\_\_\_\_  
 Conditions of Grant Approval: \_\_\_\_\_

Applied Designs & Signs, INC.

● **1220 County Road M** ●

River Falls, WI 54022

715-497-4179

SHIP TO: OMG Old Man Golf Apparel  
103 S. 2nd St. Suite C

Invoice Number: 30554

Date of Order: 4/5/22

Date order Shipped: 4/6/22

Invoice Date: 4/6/22

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	AMOUNT
Office Graphics/Install	\$210.00

Sub Total: \$210.00

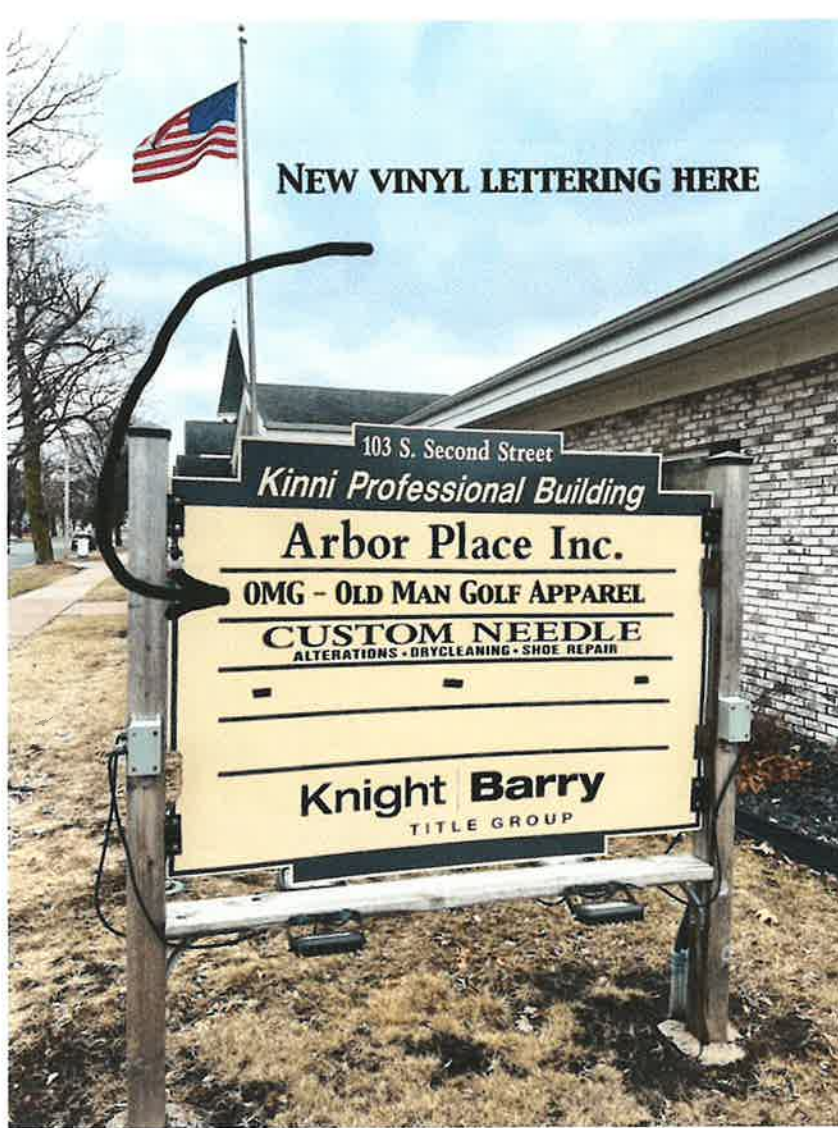
Tax: \$11.55

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**Total: \$221.55**



NEW VINYL LETTERING HERE



*Design from Applied Design & Sign*



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# OMG Old Man Golf Apparel

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