

MINUTES

January 10, 2023 at 8:30 a.m.
Foster Conference Room – City Hall
222 Lewis Street River Falls, WI 54022

Members present: Terry McKay, Joleen Larson, Mike Miller, Amy Freeman, Kerri Olson

Members Absent: Mike Pepin, Amy Halvorson, Heidi Hanson, Vince Seidling,

Others present: Dan and Sarah Jenkins, Emily Shively

CALL TO ORDER– Larson called the meeting to order at 8:33 a.m.

Agenda/Meeting Minutes

The meeting minutes for the November 2022 meeting were approved. **M/S Larson and Miller to approve; unanimous**

Financials

Olson provided an update on the financials. Olson noted that they had given out approximately \$9,400 in grants the previous year.

Grant Applications

311 N 2nd St

Dan and Sarah Jenkins provided some background on their project to convert an existing single-family home into a commercial space. The home is in a current state of disrepair. The applicants are seeking \$7,000 in grant funds. **M/S Miller and McKay to approve; unanimous**

BID Board Website

Terry McKay reported that they are working with a vendor to get a bid for the website maintenance. Larson noted that they will get one other vendor bid.

Murals and Public Art

A discussion was had on the inclusion of murals as eligible for grant money. Members reviewed a draft of the new grant program which offered 35% of a mural cost up to \$1,000. Members felt that the grant was too low to actually incentivize building owners to include murals. The Board voted to increase the grant amount to 35% of costs up to \$6,000. This is in addition to the amount of offered for façade and signage. **M/S Miller and Larson to approve; unanimous**

Vibrant Spaces Grant

Planner Shively provided an update on the city’s effort to apply for vibrant spaces grant to activate the vacant space on the NE corner of Division and Main. Shively requested that the BID Board provide a letter of support for the grant application.

Board Elections

As there wasn’t full attendance the Board opted to table the discussion.

ADJOURNMENT

M/S Larson/Miller to adjourn; unanimous vote at 8:56 a.m.