

MINUTES

March 12, 2019 at 8:30 a.m.
Foster Conference Room - City Hall
222 Lewis Street River Falls, WI 54022

CALL TO ORDER– Joleen Larson called the meeting to order at 8:32 a.m.

Members present: Amy Halvorson, Joleen Larson, Mike Miller, Terry McKay, Chris Blasius, Mike Pepin

Members Absent: Shari Frisbee, Lori Moran, Kerri Olson

Others present: Sam Wessel, Tracey Mortensen, Taylor Berman, Chris Gagne

Agenda/Meeting Minutes

The agenda and the January 2019 meeting minutes were reviewed. M/S Larson/Miller to approve the minutes; unanimous.

Financial Report

No changes to financials since the last time they were presented so they were not reviewed.

Grant requests

1. **109 N Main St.** Kristin Jepson and Jamie Freese – Wessel described various questions City Staff had regarding this application, which included:

- Should it be 2 sign grants, or a façade grant? It's a unique configuration with two businesses having two detachable signs and one awning.
- BID approval recommended to be contingent on: proof of insurance, Downtown Design Review Committee (DRC) approval of awning color/design, sign area not to exceed maximum square footage, and tenants obtaining sign permits.

Halvorsen, member of DRC, expressed that we shouldn't make the property manager invest in new upper awnings, especially since he bought the main awning only a year ago, and the black matches the green much better than red would have. The costs add up and puts BID in a position to have to finance several projects at one site over time. Blasius discussed that the applicant would receive more funds if awning was considered a façade grant rather than a sign grant, and that future tenants will benefit since awning signs are removable. After discussion, the board approved the grant request for 109 N Main St. with the following contingencies:

- Building meets sign area and permitting requirements
- DRC approval
- Proof of insurance
- Completion of updated paperwork for:
 - 1 façade grant application for the \$6,850.00 awning
 - 2 individual sign grant applications for the \$2,200 panels with logos (\$1,100 per panel with logo; see invoice)
 - Updated DRC application showing awning sign dimensions and configuration
- Total awarded amount is \$2,397.50 for the awning and \$385 per panel and logo (2), for a total of **\$3,167.50**.
- M/S Halvorson/Blasius to approve the 3 grants; unanimous.

2. **128 S Main St.** Tracey Mortensen- Larson asked Mortensen to describe her business. Wessel mentioned her sign meets all requirements. BID sign grant amount of \$827.05 approved contingent on proof of insurance, completed DRC application, and sign permit. M/S McKay/Blasius to approve grant; unanimous.

Other Business

1. Mural under Maple St. Bridge:

Taylor Berman provided a cost breakdown of labor and supplies per square foot (\$6 for interior murals, \$9 for exterior wood panel murals, and \$2 for anti-graffiti coating). The price for indoor murals and exterior wood panel murals includes paint, primer, brushes, rollers, roller covers, paint trays, palettes, tape, drop cloths, and additional tools and materials. Berman suggested the labor costs can go towards charitable and philanthropic causes, such as the High School Sunshine Fund, or to fund other murals and memorials. Gagne asked if visitors can see existing RFHS murals; Berman said tours are available if you register as a visitor and set up an appointment. Blasius asked if BID members can approach businesses with the idea, and Berman gave permission. Halvorson asked if students can be given a theme to paint, and Berman said it is ideal so students have training working for a client.

2. BID Postcard- Grant/business communication:

Larson showed the 2013 postcard example and mentioned several updates need to be made. BID is under direction of City Council to administer a survey to downtown business owners. While BID is doubtful owners will respond to a hyperlink on the postcard or an emailed survey, they agreed a short, simple survey conducted via SurveyMonkey with space at the end for comments was an idea. Blasius suggested walking from business to business with an iPad loaded with the survey as one option. The survey could also be an opportunity to educate business owners on what the BID does, such as grants, downtown plants, River Dazzle, murals, and more.

3. Veteran's Park:

Blasius mentioned that Historic Preservation Commission, Rotary, and American Legion have been working together to improve Veteran's Park. The question was presented about what to do with blank walls, and if they should become murals. The board agreed that they will support individuals who approach them with ideas, but they will not spearhead projects. Therefore, this item can be removed from future agendas.

4. Garden Plants:

Zach Regnier, City engineer, recently completed his Master Gardener Certification and will now be managing plantings in the downtown.

Next Meeting

Next meeting is April 9 at 8:30 a.m. in the Foster Room, City Hall.

ADJOURNMENT

M/S Larson/McKay to adjourn; unanimous vote at 9:40 a.m.