

MINUTES

May 14, 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 8:30 a.m.

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

Members Absent: Shari Frisbee, Lori Moran,

Others present: Sam Wessel, Amy Peterson, Andrew Schmitz

Agenda/Meeting Minutes

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

Financial Report

Financials were reviewed; no checks have been issued to Inspiring Actions Yoga, St. Croix Gas, or State Farm yet, which were all approved grant funding in 2019

Grant requests

1. Brad Olson, 122 N Second St, Portfolio Design Studio, requested \$399.00 for a sign replacement. M/S Halvorson/Pepin for full requested amount; unanimous.

2. Andrew Schmitz, 110 S Main St, former Bo's 'N Mine, requested \$1,000 for a sign and \$6,000 for a façade overhaul. Andrew was present to discuss detailed plans for the new restaurant. M/S Miller/McKay for full requested amount, contingent upon updated sign plans with final restaurant name within sign area requirements; unanimous.

Other Business

3. BID Survey/Business Communication

Larson handed out a draft of the postcard containing the SurveyMonkey hyperlink for business owners within the BID to complete. The purpose is to engage BID members, some of which perceive applying for grant funding as a hassle, not knowing it's a simple process. Edits were discussed by BID board members, with concerns about certain business owners taking the survey several times and skewing the results, since providing contact info is an optional part of the survey. The Board reviewed survey questions and identified Wessel as a possible City staff contact for the BID's website.

4. Downtown Alley Pilot Project Update

Peterson will send out an information sheet about the project to property owners downtown within 2 weeks with a June 30th deadline.

5. Mural project- next steps

This item has been carried forward with each agenda. No news is anticipated until fall when Taylor Berman has students to work with. There was a discussion on upkeep and ownership concerns about the existing two downtown murals and how to approach upcoming mural projects.

Other

The Board and City staff discussed available properties, anticipated new housing units, and business park activity. The Board also discussed BID membership related to the hiring of a new Chamber of Commerce CEO. The Board decided to table discussion of items 6 and 7 on the agenda for next month (Kinni Corridor Plan downtown parking and the BID Board membership photo, along with a visit from Mike Stifter from Public Works about downtown benches, trash cans, etc.).

Next Meeting

Next meeting is June 11 at 8:30 a.m. in the Foster Room, City Hall.

ADJOURNMENT

M/S Blasius/Miller to adjourn; unanimous vote at 9:30 a.m.