

City of River Falls Business Improvement District



AGENDA
March 9, 2021 at 8:30 a.m.
Virtual Meeting
222 Lewis Street River Falls, WI 54022

Please note that due to the ongoing COVID-19 public health emergency, all members of this committee will attend via telephone or internet. For your personal safety and the safety of our community, interested persons are invited to watch from their homes in lieu of attending the meeting in person.

The public may view and/or participate in the meeting by:

Calling Toll Free 1-844-992-4726, access code: 132 598 5625 password: 1234

Visiting the web link: <https://tinyurl.com/RFBB3921>

*****Action May Be Taken on Any of the Following Items*****

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES

February 9, 2021 BID Meeting Minutes

FINANCIAL REPORT

109 W Cedar St.

GRANT REQUESTS

None

OTHER BUSINESS

Recap Gift certificate program

Hanging basket / Second Street garden for spring

ADJOURN

Next Meeting: April 13, 2021 8:30 a.m.

MINUTES
February 9, 2021 at 8:30 a.m.
Virtual Meeting

CALL TO ORDER– Joleen Larson called the meeting to order at 8:35 a.m.

Members present: Joleen Larson, Kerri Olson, Mike Miller, Terry McKay, Russ Korpela

Members Absent: Lori Moran, Jodi Nelson, Mike Pepin, Amy Halvorson

Others present: Brandt Johnson, Jon Smits, Heidi Hanson

Agenda/Meeting Minutes

Minutes from 1-12-2021 were reviewed. M/S McKay/Miller to approve minutes: unanimous.

Financials

Kerri Olson said there has not been much that changed financially since the last meeting.

Gift Card promo logistics and update

Olson said she could provide businesses an envelope with checks or cash for them to buy gift cards. Larson said \$5,000 was allocated and she wants to make this a simple process for businesses to participate in and for the BID Board to administer. Mike Miller asked if the State Bank would be easier to go through and have cash/envelope for businesses to pick up. Larson said there needs to be a good system to track the money.

Larson asked when the group should distribute to the businesses and the group said before the week of March 22nd (week of spring break) would be best. Larson said the gift cards would be in \$10 denominations.

Introduction of Heidi Hanson

Heidi Hanson introduced herself to the group. Larson said that she is scheduled to be approved by the City Council at their meeting tonight as a new BID Board member. Larson said the group has extended invitations to a couple of individuals to join the BID Board.

Next Meeting

The next meeting will be held March 9, 2021.

ADJOURNMENT

M/S Olson/McKay to adjourn; unanimous vote at 9:00 a.m.

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>
03/10/2020	The Garage Bikes & Brews	sign grant	\$ 1,000.00
Total to date:			\$ 1,000.00

Operating Expenses as outlined in "BID Board 2021 Budget"

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

Special Projects as outlined in "BID Board 2021 Budget"

<u>Explanation of special project</u>	<u>Estimated amount BID will contribute to project</u>
Music in the Park sponsorship	\$ 1,000.00
Main Street flowers / hanging baskets	\$ 7,700.00
Second Street gardens	\$ 1,500.00
Main Street benches/trash bins	\$ 2,400.00
River Dazzle parade sponsorship	\$ 6,000.00
Building mural projects/Heritage Park sign (continuing maintenance)	\$ 1,000.00
Total to date:	\$ 19,600.00

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)	08/14/2018	\$ 10,000.00
Building mural project (partner with RFHS) (\$2,500 in 2020; \$2,500 in 2021)	09/10/2019	\$ 5,000.00
Total to date:		\$ 15,000.00

Summary of BID Obligations

Pending Grants approved by BID:	\$ 1,000.00
Operating Expenses:	\$ 1,064.00
Pending Special Projects:	\$ 19,600.00
Pending One-Time Budgeted items:	<u>\$ 15,000.00</u>
Total pending BID obligations:	\$ 36,664.00

Balance in checking account as of 2/26/2021: \$ 73,922.96

2021 pending obligations: \$ 36,664.00

Funds available for grant requests: \$ 37,258.96

BID Grants Paid in 2021

Grants approved by BID and paid in 2021

Date approved

<u>Date paid</u>	<u>Entity receiving grant</u>	<u>Use of grant money</u>	<u>Amount granted</u>
09/08/2020 02/24/2021	The Laundry Room	Façade grant	\$ 6,000.00

2021 sign grant total: \$

2021 façade grant total: \$

2021 grant total: \$

2021 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2020: \$ 46,078.96

<u>Date</u>	<u>Type</u>	<u>Check #</u>	<u>Project or Charge/Use</u>	<u>Amount</u>	<u>Balance</u>
01/12/2021	Debit	2928	River Falls Chamber / 2020 River Dazzle	- \$ 2,000.00	\$ 44,078.96
01/12/2021	Debit	2929	River Falls Chamber / love local campaign	- \$ 500.00	\$ 43,578.96
02/17/2021	Debit	e-check	Dept of Financial Institution / annual report	- \$ 10.00	\$ 43,568.96
02/19/2021	Debit	2930	River Falls State Bank / cash to purchase cards	- \$ 5,100.00	\$ 38,468.96
02/22/2021	Debit	2931	West Bend Mutual Ins. Co./liability insurance	- \$ 546.00	\$ 37,922.96
02/22/2021	Credit		February 2021 Tax Settlement funds	+ \$42,000.00	\$ 79,922.96
02/24/2021	Debit	2932	Sara Filarsky (Laundry Room)/façade grant	- \$ 6,000.00	\$ 73,922.96