AGENDA
July 11, 2023 at 8:30 a.m.
City Hall – Foster Conference Room
222 Lewis Street River Falls, WI 54022

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES
June 13, 2023, BID Meeting Minutes

FINANCIAL REPORT
BID Financials

GRANT APPLICANTS

OTHER BUSINESS
1. Façade Loan Review
2. Website Update
3. Div/Main Artwork Grant

ADJOURN
Next Meeting: August 8, 2023 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.
Members present: Terry McKay, Joleen Larson, Amy Freeman, Amy Halvorson, Kerri Olson, Vince Seidling,

Members Absent: Mike Pepin, Mike Miller, Russ Korpela, Heidi Hanson,

Others present:

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

Agenda/Meeting Minutes
The meeting minutes for the January 2023 meeting were approved. M/S Halvorson/ Freeman. Unanimous

Financials
The BID Financials were approved. M/S Seidling/McKay. Unanimous

Hanging Baskets and 2nd St Gardens
Larson brought up the fact that recent staff vacancies have resulted in there not being a project coordinator for the Hanging Baskets and 2nd St Garden. Larson wanted to discuss who would do the work going forward of coordinating volunteers as BID Board members were currently unable to due to other workload. Members had conversations on entities like the University and Grow to Share potentially being good partners to work with as they had relevant knowledge and experience. Burns said he would discuss with other staff and have an update for the next meeting.

BID Board Website
Planner Burns provided an update on efforts from Anchor Websites to get the website updated and launched. Burns stated that the website should be launched shortly.

RBF Façade Loan
Planner Burns notified the committee that a business in the community has applied for the Regional Business Funds’ Façade Loan. The RBF requires the community in which the applicant is located have a local committee review the loan application and provide a recommendation. Burns asked if the BID Board would consider being the approving committee as they have overlap with the downtown, local business experience, and experience with façade and exterior improvements. The Board agreed that they would review the loan application and be the designated committee. Burns stated that next step was to get the council designation from the City Council and that if approved, the BID Board would review the application in their next meeting.

DIV and Main St Street Art
The City of River Falls applied for and won an AARP Flagship Grant focused on improving mobility in a community. Burns stated that the project they applied for and won with was for bike and pedestrian
improvements at the intersection of Main and Division St. Part of this is an opportunity to do pavement painting in the roadway for public art. Burns asked if the BID Board would be willing to contribute to the art costs of the project as part of their downtown beautification efforts. The group agreed that this would be a good project for their excess funds. Burns said he would have more information during the next meeting.

ADJOURNMENT
Vote to adjourn at 9:20; **Unanimous**
Checking Account balance forward as of December 31, 2022:  $ 63,840.46

<table>
<thead>
<tr>
<th>Date</th>
<th>Type</th>
<th>Check #</th>
<th>Project or Charge/Use</th>
<th>Amount</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/23/2023</td>
<td>Debit</td>
<td>2965</td>
<td>West Bend Ins Co / liability ins</td>
<td>$ 565.00</td>
<td>$ 63,275.46</td>
</tr>
<tr>
<td>2/24/2023</td>
<td>Debit</td>
<td>2966</td>
<td>RF CAB / Music in the Park sponsorship</td>
<td>$ 1,000.00</td>
<td>$ 62,275.46</td>
</tr>
<tr>
<td>2/28/2023</td>
<td>Debit</td>
<td>2967</td>
<td>DFI e-check / annual report filing fee</td>
<td>$ 25.00</td>
<td>$ 62,250.46</td>
</tr>
<tr>
<td>3/8/2023</td>
<td>Debit</td>
<td>2968</td>
<td>RF Business Leaders / potato crawl</td>
<td>$ 2,000.00</td>
<td>$ 60,250.46</td>
</tr>
<tr>
<td>3/9/2023</td>
<td>Credit</td>
<td>2968</td>
<td>Assessment from City of RF</td>
<td>+ $42,000.00</td>
<td>$102,250.46</td>
</tr>
<tr>
<td>4/5/2023</td>
<td>Debit</td>
<td>2969</td>
<td>Hub70 / façade grant</td>
<td>$ 532.55</td>
<td>$101,717.91</td>
</tr>
<tr>
<td>4/19/2023</td>
<td>Debit</td>
<td>2970</td>
<td>Anchor Websites, LLC / website</td>
<td>$ 1,092.50</td>
<td>$100,625.41</td>
</tr>
<tr>
<td>6/7/2023</td>
<td>Debit</td>
<td>2971</td>
<td>Barnyard Botanicals / 2nd St gardens</td>
<td>$ 1,085.75</td>
<td>$ 99,539.66</td>
</tr>
<tr>
<td>6/7/2023</td>
<td>Debit</td>
<td>2972</td>
<td>UWRF Greenhouse / 2nd St gardens</td>
<td>$ 157.04</td>
<td>$ 99,382.62</td>
</tr>
<tr>
<td>6/16/2023</td>
<td>Debit</td>
<td>2973</td>
<td>Cedar Hill Greenhouse / Hanging baskets</td>
<td>$ 1,650.00</td>
<td>$ 97,732.62</td>
</tr>
<tr>
<td>6/16/2023</td>
<td>Debit</td>
<td>2974</td>
<td>Pearson Florist / Hanging baskets</td>
<td>$ 3,100.00</td>
<td>$ 94,632.62</td>
</tr>
<tr>
<td>6/28/2023</td>
<td>Debit</td>
<td>2975</td>
<td>Eckert’s Greenhouse / Hanging baskets</td>
<td>$ 145.59</td>
<td>$ 94,487.03</td>
</tr>
</tbody>
</table>
Pending BID Obligations

Grants approved by BID

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Entity receiving grant</th>
<th>Use of grant money</th>
<th>Amount granted</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/12/2022</td>
<td>Tarnation Tavern</td>
<td>sign &amp; façade grants</td>
<td>$ 7,000.00</td>
</tr>
<tr>
<td>6/14/2022</td>
<td>Edward Jones</td>
<td>façade grant</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>6/14/2022</td>
<td>Junior’s</td>
<td>sign grant</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>1/10/2023</td>
<td>Kinni Properties</td>
<td>sign &amp; façade grants</td>
<td>$ 7,000.00</td>
</tr>
<tr>
<td>2/14/2023</td>
<td>Glass Express</td>
<td>sign grant</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>2/14/2023</td>
<td>Swinging Bridge</td>
<td>façade grant</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td></td>
<td>Total to date:</td>
<td></td>
<td>$ 28,000.00</td>
</tr>
</tbody>
</table>

Operating Expenses as outlined in “BID Board 2023 Budget”

- PO Box service fee: $ 74.00
- Liability insurance: $ 600.00
- Misc. printing, postage & supplies: $ 500.00
- Website maintenance: $ 1,000.00

Total to date: $ 2,174.00

Special Projects as outlined in “BID Board 2023 Budget”

- Main Street flowers / hanging baskets: $ 2,950.00
- Second Street gardens: $ 250.00
- 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

Total to date: $ 12,600.00

Projects – funds set aside for Main Street projects

- Large Main Street projects: 08/14/2018, $ 15,000.00
  - ($2,500 in 2018; $2,500 in 2019; $2,500 in 2020; $2,500 in 2021; $2,500 in 2022; $2,500 in 2023)
- Building mural project (partner with RFHS): 09/10/2019, $ 2,500.00
  - ($2,500 in 2022)

Total to date: $ 17,500.00

Summary of BID Obligations

- Pending Grants approved by BID: $ 28,000.00
- Operating Expenses: $ 2,174.00
- Pending Special Projects: $ 12,600.00
- Pending One-Time Budgeted items: $ 17,500.00
- Total pending BID obligations: $ 60,274.00

Balance in checking account as of 6/30/2023: $ 94,487.03

2023 pending obligations: $ 60,274.00

Funds available for grant requests: $ 34,213.03
1. Field verify existing features and utilities as required.
2. Protect all existing features whether shown or not.
3. Existing signage is to remain unless noted otherwise.
4. Lane markings and road width dimensioned from edge of gutter, where present. Where gutter is not present, dimensions are to face of curb.
1. Field verify existing features and utilities as required.
2. Protect all existing features whether shown or not.
3. Existing signage is to remain unless noted otherwise.
4. Lane markings and road width are measured from edge of gutter. Where present, where gutter is not present, dimensions are to face of curb.

GENERAL SHEET NOTES

CONCEPT NOTES

1) Opportunity to include leading pedestrian intervals to be evaluated.
2) Intersection design and control vehicles to be confirmed for geometric layout.

PRELIMINARY DESIGN - DRAFT