**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: 132 363 3922 password: 1234
Visiting the web link: https://cityofriverfalls.webex.com/cityofriverfalls/onstage/g.php?MTID=e7df295ca552f7785909cf537fda1c6db

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

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES

FINANCIAL REPORT

GRANT REQUESTS

1. 320 N Main Street (Dollar General)

OTHER BUSINESS

1. David Markson Mural Request
2. Maple St Mural update
3. Community Arts Base update
4. Historic Newspaper Articles

ADJOURN

Next Meeting: August 11, 2020 8:30 a.m.
CALL TO ORDER—Joleen Larson called the meeting to order at 8:35 a.m.

Members present: Joleen Larson, Terry McKay, Kerri Olson, Mike Miller, Jodi Nelson
Members Absent: Amy Halvorson, Lori Moran, Mike Pepin, Russ Korpela
Others present: Amy Peterson, Sam Wessel, Matt and Stephanie Johnson

Agenda/Meeting Minutes
The agenda and the November 2019 meeting minutes were reviewed. M/S Miller/McKay to approve the minutes; unanimous.

Financial Report
Financials were reviewed.

Grant requests
1. Matt and Stephanie Johnson
The Garage Bikes & Brews, 109 W Cedar St

Matt and Stephanie explained that their business will sell bikes, including electric bikes, while offering beer, coffee, and kombucha. They are requesting funding since they are adding new signage, repainting, and replacing garage doors (one will be glass). M/S McKay/Miller to award $6,000 in façade grant funding and $1,000 in sign grant funding for 109 W Cedar St.

Other Business
1. BID Reappointments
Larson noted that Amy Halvorson was reappointed through Dec 2021 and Mike Miller through Dec 2022.

2. Hanging basket update
Larson updated the BID Board that downtown hanging baskets would be delivered in the upcoming week.

3. Possible Mural changes
Larson described that BID should adopt a policy regarding murals where a business is looking to add doors or windows on walls with existing murals. This is in response to an inquiry at 127 N Main St where a business wanted to replace the door, which is part of an existing mural, with a glass one. While the project didn’t go forward, BID should determine how to address similar situations in the future.

4. Election of officers
Larson called for the election of officers at the upcoming April 2020 BID meeting due to changes in responsibilities at her job and to open the opportunity to serve as president to other BID Board members.
5. **BID Board Photo**  
This item is to be kept on agendas until the full BID Board is in attendance.

6. **Next month: Taylor Berman, Maple St. Bridge Mural**  
BID has set aside $2500 in the 2020 budget under Main Street Projects and $3500 under Special Projects to put towards the mural. Taylor Berman, RFHS, will come to the April BID meeting to discuss project details.

**Next Meeting**  
The next meeting will be held April 14, 2020.

**ADJOURNMENT**  
M/S McKay/Nelson to adjourn; unanimous vote at 9:15 a.m.
**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>03/12/2019</td>
<td>Kristin Jepson/State Farm</td>
<td>sign grant</td>
<td>$ 770.00</td>
</tr>
<tr>
<td>03/12/2019</td>
<td>Kristin Jepson/State Farm</td>
<td>façade grant</td>
<td>$ 2,397.50</td>
</tr>
<tr>
<td>06/11/2019</td>
<td>The Barber Shop</td>
<td>sign grant</td>
<td>$ 157.40</td>
</tr>
<tr>
<td>03/10/2020</td>
<td>The Garage Bikes &amp; Brews</td>
<td>sign grant</td>
<td>$ 1,000.00</td>
</tr>
</tbody>
</table>

**Total to date:** $ 4,324.90

**Special Projects as outlined in “BID Board 2020 Budget”**

<table>
<thead>
<tr>
<th>Explanation of special project</th>
<th>Estimated amount BID will contribute to project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Street flowers / hanging baskets</td>
<td>$ 1,905.00</td>
</tr>
<tr>
<td>Second Street gardens</td>
<td>$ 280.00</td>
</tr>
<tr>
<td>Main Street benches/trash bins</td>
<td>$ 2,400.00</td>
</tr>
<tr>
<td>River Dazzle parade sponsorship</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>Building mural projects/Heritage Park sign (continuing maintenance)</td>
<td>$ 3,500.00</td>
</tr>
</tbody>
</table>

**Total to date:** $14,085.00

**Projects – funds set aside for Main Street projects**

<table>
<thead>
<tr>
<th>Explanation of one-time budgeted item</th>
<th>Date approved</th>
<th>Amount approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Main Street projects</td>
<td>08/14/2018</td>
<td>$ 7,500.00</td>
</tr>
<tr>
<td>($2,500 in 2018; $2,500 in 2019; $2,500 in 2020)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building mural project (partner with RFHS)</td>
<td>09/10/2019</td>
<td>$ 2,500.00</td>
</tr>
</tbody>
</table>

**Total to date:** $10,000.00

**Summary**

- Pending Grants approved by BID: $ 4,324.90
- Pending Special Projects BID participates in: $ 14,085.00
- Pending One-Time Budgeted items: $ 10,000.00
- Total pending BID obligations: $ 28,409.90

**Balance in checking account as of 7/10/2020:** $ 47,140.11

- 2020 pending obligations: $ 28,409.90
- Funds available for grant requests: $ 18,730.21
## BID Grants Paid in 2020

Grants approved by BID and paid in 2020

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Date paid</th>
<th>Entity receiving grant</th>
<th>Use of grant money</th>
<th>Amount granted</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3/10/2020</td>
<td>Matt &amp; Stephanie Johnson</td>
<td>façade grant</td>
<td>$ 5,915.00</td>
</tr>
<tr>
<td></td>
<td>6/3/2020</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2020 sign grant total: $ 
2020 façade grant total: $ 
2020 grant total: $
### Checking Account balance forward as of December 31, 2019: $18,400.11

<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>1/10/2020</td>
<td>Debit</td>
<td>2919</td>
<td>Leitch Insurance Agency / liability insurance</td>
<td>-$ 540.00</td>
<td>$17,860.11</td>
</tr>
<tr>
<td>2/13/2020</td>
<td>Debit</td>
<td>E-check</td>
<td>DFI / annual report</td>
<td>-$ 10.00</td>
<td>$17,850.11</td>
</tr>
<tr>
<td>2/21/2020</td>
<td>Credit</td>
<td></td>
<td>Assessment check from City of RF</td>
<td>+$ 42,000.00</td>
<td>$59,850.11</td>
</tr>
<tr>
<td>6/3/2020</td>
<td>Debit</td>
<td>2920</td>
<td>Matt &amp; Stephanie Johnson / façade grant</td>
<td>-$ 5,915.00</td>
<td>$53,935.11</td>
</tr>
<tr>
<td>6/3/2020</td>
<td>Debit</td>
<td>2922</td>
<td>Barnyard Botanicals / 2nd St gardens</td>
<td>-$ 1,026.75</td>
<td>$52,715.11</td>
</tr>
<tr>
<td>6/15/2020</td>
<td>Debit</td>
<td>2923</td>
<td>Pearson Florist / hanging baskets</td>
<td>-$ 3,000.00</td>
<td>$49,715.11</td>
</tr>
<tr>
<td>6/17/2020</td>
<td>Debit</td>
<td>2924</td>
<td>RF CAB / music in park sponsorship</td>
<td>-$ 1,000.00</td>
<td>$48,715.11</td>
</tr>
<tr>
<td>7/10/2020</td>
<td>Debit</td>
<td>2925</td>
<td>Cedar Hill Greenhouse / hanging baskets</td>
<td>-$ 1,575.00</td>
<td>$47,140.11</td>
</tr>
</tbody>
</table>
CERTIFICATE OF DESIGN REVIEW APPROVAL APPLICATION

PLEASE TYPE OR PRINT CAREFULLY

Name of Business (if applicable): Coram Deo Properties

Applicant's Name: Jim Leske

Owner's Name (if different): Jim Leske

Property Address: 320 North Main St., River Falls, WI 54022

Mailing Address (if different): 3037 Edgewater Place, Woodbury, MN 55125

Check All That Apply

- Central Business District
- Transitional District
- New Construction
- Mechanical Equipment
- Outdoor Seating
- Signage
- Parking Lot
- Window/Door
- Outdoor Storage/Waste Facilities
- Painting
- Other
- *Appeal Staff Decision
- *Special Use Permit Request
- *See Fee Required Below

Briefly Describe Construction Activity:

Paint awning and white/red facade on building front and North side. Caulk, where needed and paint doors on North side of building. Paint will be a warm grey tone.

Materials Submitted:
- Building Elevations
- Parking Lot and Landscape Plan
- Photographs
- Colored Renderings
- Color Pallets
- Sign Schematic
- Other

*Planning/Administration Costs: Base Fee $100 + $50 per hour

Applicant's Signature ___________________________ Date 5/28/2020

Owner's Signature (if different) ___________________________ Date ___________________________ Owner’s Telephone Number ___________________________

Denied □ Approved □

Staff Signature ___________________________ Date ___________________________

If Appealed to Design Review Committee: Denied □ Approved □

Signature of DRC Chairperson ___________________________ Date ___________________________
River Falls Main Street BID Board
Façade & Sign Grant Application

Owner’s Name: Jim Leske
Applicant/Agent’s Name: Jim Leske
Business/Building: Dollar General Building
Address of Project: 820 North Main St, River Falls, WI
Daytime Phone: 651 246-1252
Fax: Jimmysleske@yahoo.com

1. Project Description: Paint awning and red/white façade on building front and North Side. Caulk, where needed, and paint doors on North side of building. Paint will be a warm grey tone.


4. Estimated Cost of Project: $3,000

5. Grant Amount Requested

| Signs & Awnings | $ |
| Building Façade & Exteriors | $1,050 |
| **Total** | $ |

6. Have you contacted the City of River Falls and received approval from the Community Development Department or Design Review Committee? YES / NO (Form Submitted with BID Board Grant Application)

7. Name of your Architect, Designer, and Contractor: (if applicable)

8. Certificate of insurance (with the City of River Falls as a notified party) must be obtained and submitted before the project is started, with a minimum liability limit of $300,000.

The application must be completed and signed. ALL related documentation must be submitted prior to consideration.

I understand and agree to comply with all applicable codes, conditions of the Grant Agreement and conditions of approval. I certify that the above and attached information is accurate.

Applicant Signature: Jim Leske Date: 5/28/2020
Print Name: Jim Leske

For City and BID use:
Date complete application received: ______________
City or DRC approval date: ______________
BID Board approval date: ______________ Amount Approved: $ ______________ Conditions of Grant Approval: ______________
**EXTERIOR**

---

Fresh Look Painting  
Steve Mertz  
1107 Cedarwood Drive  
Woodbury, MN 55125  
Cell 651-728-1555  
Office 651-738-6879

---

**DATE:**

**WORK PERFORMED AT:**

---

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paint Awning - Powerwash - Caulk</td>
<td></td>
</tr>
<tr>
<td>Door x2 50</td>
<td>700</td>
</tr>
<tr>
<td>Pillar General Sign</td>
<td>90</td>
</tr>
<tr>
<td>Down spouts in front</td>
<td>20</td>
</tr>
<tr>
<td>Scrape 25Per man hour</td>
<td>2500</td>
</tr>
<tr>
<td>Metal and Vinyl</td>
<td></td>
</tr>
<tr>
<td>Labor</td>
<td>2710</td>
</tr>
<tr>
<td>Approx 4gallon All surface enam</td>
<td>200</td>
</tr>
<tr>
<td>2gallons - Latex for Awning</td>
<td>108</td>
</tr>
<tr>
<td>Paint</td>
<td>300</td>
</tr>
</tbody>
</table>

---

**Total:**

---

THANK YOU FOR YOUR BUSINESS!  
MAKE CHECKS PAYABLE TO STEVE MERTZ
WATERTIGHT DUCKS are a crucial ingredient in any successful duck race so Main Street manager Dick Rieg, left, and Duck Commissioner Cecil Bjork took some 500 friends into the pool with them Friday afternoon. A 2,000-duck race will be the main event for the first ever Main Street celebration entitled “Kimni-Falls Days”, set for Saturday, Oct. 14. The duck race winner will take home $1,000. Other events will include a big sidewalk sale downtown, pumpkin decorating, live music and more. Proceeds from the event will help fund riverfront improvements. Ducks are on sale now for $5 each. Steve Dzubay photo.
Main Street project celebrates birthday; manager reflects on year's progress

by Dick Rieg
Main Street Manager

It may only be September, but for the River Falls Main Street Project, it is year end. It was just about this time last year when Governor Thompson announced that River Falls had been selected as one of Wisconsin's first Main Street communities.

Since that announcement, River Falls has formed its Business Improvement District, established a Board of Directors, hired a project manager, and completed several downtown improvement projects.

To help the community and the Main Street Board of Directors assess first year program progress, State Main Street Coordinator Alicia Gochring, and National Main Street Program Associate Scott Day will visit River Falls on Sept. 12-13.

Our project year runs from Oct. 1 through Sept. 30 so we'll be evaluating how much of our first year work plan we've completed and how much needs to be carried into next year's work plan. The Main Street work plan is a set of written goals and objectives drafted by local Main Street volunteers. Its use keeps us pointed in the right direction, even if we don't complete everything we hoped we'd accomplish.

Gochring and Day will bring along written copies of their observations and recommendations from the June Resource Team visit to River Falls. A copy of the report will be put into the River Falls Public Library for community reference. They were to meet with the Main Street Board of Directors on Wednesday morning after meeting with each of the working Main Street committees the day before. They will also meet with representatives of local media to answer questions, discuss their observations and recommendations for the River Falls program.

"We have accomplished many of our objectives in a tangible way," said Board President Donna Wilkins. "Our Main Street Committees have worked in four primary areas: organization, promotion, design, and economic restructuring.

"Our accomplishments include a short monthly newsletter which we feel informs downtown property owners and business people about the entire program. We devised some new downtown promotional materials including our logo and slogan, and we've looked at the whole concept of promoting downtown River Falls with an eye to improving the image that shoppers and visitors have. We'll be working the promotional areas exceptionally hard in the second year of our program Wilkins said. The flowers and the flower planters on Main Street were positive improvements thanks to the City, local florists who provided donated plants, and the volunteers who kept them up this summer. We hope that will continue in successive seasons." said Wilkins.

We've also put into place a working sign grant program which offers retailers, business people, and property owners the opportunity to upgrade exterior signs. Three grants were recently recommended by the design review committee.

We recently helped organize a Downtown Reinvestment Program fund pool of just over $100,000 available at 7 percent interest for exterior building improvements if they meet with the approval of our design review committee. We think these two first year programs will stimulate positive design changes downtown for years two and three. And the merchant and consumer surveys completed this past spring are a valuable reference when it comes to how our downtown operates, finding out what changes people want to see, and wide range of likes and dislikes.

All in all, it's been a fast and productive year for River Falls Main Street, said Wilkins. I know I speak for all the Board of Directors when I say that we're optimistic about the coming year. Our volunteers have a better feel for Main Street goals and objectives, and we should be able to take on even more sophisticated objectives in 1990.

For example, forming a business recruitment committee, adding trees and landscaping throughout areas in the B.I.D., expanding our newsletter, working with consultants from the State Main Street program office in the areas of economic improvement and in the areas of design, and doing much more for our downtown by way of promotion. In October, the Main Street Committees will put together a revised 12-month work plan.

RJF Sept 14