

MINUTES

February 8, 2022 at 8:30 a.m.
Foster Conference Room – City Hall
222 Lewis Street River Falls, WI 54022

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

Members Absent: Amy Halvorson

Others present: Sam Burns, Emily Shively

CALL TO ORDER– Joleen Larson called the meeting to order at 8:33 a.m.

Agenda/Meeting Minutes

The meeting minutes for the December 14, 2021 meeting were approved.

Financials

Olson was present to provide information regarding the financials. Olson commented that the BID currently has money in the account, prior to the tax levy that usually funds measures. Larson stated that they were not aware of any new applications for grant funds. Planner Burns reminded the board that the grant money for Bo Jon's has not been issued though that was reflected in the balance sheet. Larson stated that many businesses are waiting on prices to come down before they proceed with any potential exterior renovations. Larson stated that businesses are aware of the availability of funds.

2022 Events/Meetings

Korpela provided some background on the upcoming blues in the park events that will be taking place this Spring. McKay brought up the upcoming Potato Soup Crawl event that would take place on St. Patrick's Day. The group discussed the expenses that local businesses and groups brought on themselves by facilitating the Soup Crawl and how it got to be a financial burden. Hanson moved to provide funding for the organization that held the event. The vote was unanimous. Olson wrote a check in the amount of \$1500 to provide supplies for the River Falls Soup Crawl.

Misc.

Chair Larson stated that they had served as chair for a long time and felt it was time for someone else to take a leadership role. Larson asked that there be elections for a new chair at the next meeting in which all members were present. Larson noted that there were vacancies on the board and asked that members think of additional community members to invite to join the BID Board.

Arts/Murals

Larson stated that they were still looking to do a mural downtown and that they ought to start thinking about submitting an RFP for artists. Larson stated that she wanted to look a little outside of the community for new artists to support. McKay agreed and stated that some artists can be expensive but they would also like seeing

some different artists do work downtown. Planner Shively stated that she believed that the City of River Falls had money allocated for downtown murals and that Asst. City Administrator Jason Stroud would have more information. Korpela stated that they had a mural done for their business that cost them \$8000. Larson estimated that the downtown mural would cost \$8000-15000. Korpela noted that they liked murals on panels because they were easier to protect from the elements and keep in good condition.

Next Meeting

The next meeting will be held April 12, 2021.

ADJOURNMENT

M/S McKay to adjourn; unanimous vote at 9:17 a.m.