

MINUTES

April 9, 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 8:33 a.m.

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

Members Absent: Shari Frisbee, Lori Moran, Kerri Olson

Others present: Sam Wessel, Amy Peterson

Agenda/Meeting Minutes

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

Financial Report

Financials were reviewed; Wessel to email Kerri (absent) to correct “Kim” to “Kristin” (Jepsen) and add Jamie Freese for the State Farm/Vivid BID Grants approved for 109 N Main Street. Blasius asked about Dollar General’s sign project status; Peterson Stated that the owner requested reimbursement for the portion of the sign that is complete, and we are still holding funds for the base portion that will be completed this spring.

Grant requests

None.

Other Business

1. RFHS Student Volunteer Day, Tuesday April 16th (possible Main Street Clean -up)

30 students are looking for a project to do. The BID board suggested that cleaning up the alleys would likely be the most useful project. Larson will contact Mike Stifter.

2. BID Survey/Business Communication – Discussion

Larson will update 2013 postcard images. The question “are you familiar with what the BID board is/does” is to be added as the first question to the survey. The survey is an opportunity to familiarize downtown businesses with all of BID’s accomplishments and projects. Wayfinding Implementation in 2019 should be added to the list of these projects to show the BID’s involvement over time with this project. McKay shared concerns that building owners may not respond at all to the survey, but business tenants are more likely to respond. Other ideas for advertising the survey include social media, the River Falls Journal (via Gretta Stark), and the upcoming City newsletter. Blasius took notes on question modifications. The Chamber will utilize its email database to send survey information as well. The Board will review modifications as the May meeting and then will begin distribution.

3. Mural – Next steps

BID is waiting for Taylor Berman, RFSD, to see if he has enough students to complete a mural, which likely won’t be known until Fall 2019. The rear façade of Broz was presented as another mural location. Halvorson

mentioned that Mel's may resurface their parking lot in 2019, and both projects would really clean up that area. Halvorson will take pictures of the potential mural location at Broz and will estimate measurements. The mural project should be kept on future agendas. It was also asked if Veteran's park would be a good idea.

4. Downtown Alley Pilot Project – Introduction

Peterson explained Council's approval of an alley pilot project for the four blocks between N Main St, N Second St, E Division St, and E Elm St. She is currently working to pull the program parameters together, but wanted to provide the Board with the basics. The project involves the City paying for 50% of the total cost of alley reconstruction, with property owners splitting the remaining 50% based on how much lineal frontage their property has abutting the alley. In alleys where the City owns frontage, the City would pay the 50% plus their share of frontage as if they were any other business owner. The cost estimate of the project is just over \$78,000 per block. Peterson requested that BID Board members hand out fact sheets introducing this project while they are out completing the postcard distribution. A certain (to be determined) percent of business owners will have to say yes on a block-by-block basis to move the alley reconstruction forward. The deadline will likely be in June to determine which alleys will be resurfaced. Halvorson asked if a block declines to resurface their alley, is there another block that is next in line? Peterson said that it hadn't been discussed yet, but it is a good idea to identify additional alleys if this ends up occurring. Main Street parking was also briefly discussed regarding its future reconstruction, along with the impacts alley reconstruction and Main Street reconstruction will have over time. The Kinni Corridor Plan features recommendations for various downtown parking configurations, so this will be presented and discussed at the May BID meeting.

Next Meeting

Next meeting is May 14 at 8:30 a.m. in the Foster Room, City Hall.

ADJOURNMENT

M/S Blasius/McKay to adjourn; unanimous vote at 9:45 a.m.