

## MINUTES

April 12, 2022 at 8:30 a.m.

Foster Conference Room – City Hall  
222 Lewis Street River Falls, WI 54022

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

**Members Absent:** None

**Others present:** Emily Shively, City Staff; Fred Barr, FNC Properties (Tarnation Tavern); Trey Poe, Legacy Hotel Group (Radisson Hotel)

**CALL TO ORDER**– Joleen Larson called the meeting to order at 8:30 a.m.

### Agenda/Meeting Minutes

The meeting minutes for the February 8, 2022 meeting were approved.

### Financials

Olson was present to provide information regarding the financials and noted that the deposit from the City has been received.

### Grant Application for Radisson Hotel Signage

Trey Poe, Legacy Hotel Group, described the proposed sign changes resulting from a brand change at the hotel. One new sign would be placed on the south-facing wall; all other sign locations would stay the same. The total cost for signage is estimated at \$25,000.00. The proposed signage is eligible for the full grant amount of \$1,000.00.

M/S McKay/Halvorson to approve \$1,000.00 for Radisson Hotel sign improvements. Unanimous.

### Grant Application for Tarnation Tavern

Fred Barr, FNC Properties, described the planned façade renovations and signage improvements at 128 N. Main Street. Existing wood siding would be replaced with LP Smartside shakes across the Main Street façade, a twelve-foot-wide patio door would be installed for improved light and visibility into the music venue. An old-style awning would be placed above the patio door and would contain the new signage for Tarnation Tavern. Additional improvements are planned for the upper windows and fire escape and the Maple Street door would be replaced. Total improvements to the building are estimated at \$40,000.00. The applicant is requesting \$1,000.00 for signage and awnings and \$6,000.00 for building façade improvements.

M/S Halvorson/Pepin to approve a total of \$7,000.00 for signage and exterior improvements subject to submission of invoices. Unanimous.

### **2022 Events/Meetings**

Korpela provided some updates on coming events: River Falls Days will take place July 7-10, 2022. Bluegrass, Bourbon, and Blues Festival has sold out and hotels are full for the weekend. The Chamber provided a grant to Community Arts Base to host larger concert events on the City Hall plaza with food trucks.

### **Misc.**

Chair Larson noted that the planters are getting ready to be placed. Miller provided an update on the Sears space near Tattersall – Shopko Optical will take half of the space and 5,000 sf will be available for showroom/warehouse. There was some discussion about updating the BID website. Chair Larson noted that board elections would be on the agenda for May.

### **Next Meeting**

The next meeting will be held May 10, 2022.

### **ADJOURNMENT**

M/S Halvorson to adjourn; unanimous vote at 9:18 a.m.