

MINUTES

June 14, 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, Amy Halvorson, Mike Miller

Members Absent: Mike Pepin, Russ Korpela

Others present: Emily Shively, City Staff; Vince Seidling (Edward Jones); Nancy Williams, (Hub70); Craig Hofland, (Old Man Golf Apparel)

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

Agenda/Meeting Minutes

The meeting minutes for the May 10, 2022 meeting were approved. M/S Miller and McKay to approve; unanimous

Financials

Olson was present to provide information regarding the financials. Olson noted that they recently paid for completed gardening on the 2nd St Gardens.

Grant Application for Old Man Golf Apparel

Hofland provided background on the signage that was updated for their new store. Hofland noted that they were using their office space as a warehousing space and not retail. Hofland reported a total cost of \$221.55 and is requesting a grant award for 35% totaling \$77.52.

M/S Miller/Mckay to approve \$77.52 for sign improvements. Unanimous

Grant Application for Edward Jones

Seidling stated that they are closing on the former Weber Law Building. Seidling is seeking to replace the decaying stucco exterior. Seidling stated that they received a bid for \$25,750 for removal and replacement of exterior. Seidling meets the cost threshold to request the full amount available of \$6,000.

M/S Halvorson/Miller to approve \$6,000 for exterior replacement and removal. Unanimous

Grant Application for Hub70

Williams stated that Hub70 is looking to update their exterior. Williams is looking to add a photograph mural of the Kinnickinnic River to the main entrance of the building. The awning is being replaced in addition to paint

accents and paint touchups to the building exterior. The total cost is quoted at \$3,115 and the 35% limit means that Williams is looking for \$1,160.25 in grant money.

M/S Mckay/Halvorson to approve \$1,160.25 for exterior improvements. Unanimous

Grant Application for Riverwalk

The building's owner was not present to talk about their application. Planner Burns provided background that they were looking to replace peeling and chipping paint on the exterior of the building. The total cost for the project was bid at \$6,243.13 and they would be eligible for \$2,185.05 in grant money.

M/S Halvorson/McKay to approve \$2,185.05 for exterior improvements. Unanimous.

Grant Application for Junior's

Hanson was there to represent Junior's application. Hanson stated that they were looking to add signage to their rear entrance. The signage will consist of a metallic version of their logo. The cost of the project was bid at \$3,323.25 with an amount eligible being \$1,000.

M/S Halvorson/Miller to approve \$1,000 for sign replacements. Unanimous.

Misc:

Murals and Public Art

Planner Burns provided information on potential collaboration between River Falls Creates and the BID Board. Burns stated that RF Creates wants a BID Board Member to join their board and contribute to murals and other public art. Burns will collaborate with Jason Stroud to further develop the relationship between BID and RF Creates.

Cigarette Receptacles and Main St Benches

Larson requested that staff touch base with public works on existing cigarette receptacles. Larson noted that more might need to be bought. Larson also stated that there's a need for new benches on Main St and that more have not been bought since before COVID-19. Larson stated that they would like to buy benches and asked that BID allocate funds. A discussion was had on where new benches should be placed. Larson requested that the \$2400 budgeted should be used for 2 benches and however many cigarette receptacles possible be purchased.

M/S Hanson/Larson moved to spend the \$2400 for benches and cigarette receptacles. Unanimous

BID Board Website

Planner Burns stated that the City is in the middle of redesigning their own website. Burns stated other city staff had communicated to him that BID Board should host their own website. The City will host information about the BID Board but can not be the go to point of contact. Larson discussed the issue of maintaining the site and the possibility of using a service to do so. Larson stated that BID Members would have further conversations and explore other options for the site.

Board Elections/Membership

Larson noted that they would not be able to attend the August, September, or October meetings. Larson stated that they felt they should step down as president while remaining on the board. Halvorson noted that Hanson would be a good fit for next president of the board. Halvorson noted that they can step in for the August, September, and October meetings to fill in as president, but a long-term plan is needed. Other discussions were had on expanding membership. No election was held. Tabled for the July meeting.

Next Meeting

The next meeting will be held July 13, 2022.

ADJOURNMENT

M/S Halvorson/McKay to adjourn; unanimous vote at 9:29 a.m.