

MINUTES

August 13, 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 8:30 a.m.

Members present: Joleen Larson, Terry McKay, Kerri Olson, Mike Miller, Mike Pepin, Jodi Nelson

Members Absent: Amy Halvorson, Lori Moran

Others present: Sam Wessel, Amy Peterson

Agenda/Meeting Minutes

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

Financial Report

Financials were reviewed; Olson explained that Inspiring Actions Yoga’s sign ended up costing far less than the original grant request amount, so the BID now has about \$500 more to award in 2019.

Grant requests

1. Erin Tomlinson, 119 S Main St, Tomlinson Financial Services, Inc., power wash and repaint (same color scheme) for \$288.75. M/S McKay/Miller; unanimous.

Other Business

2. Wayfinding Overview

Wessel presented the drawings of Phase 1 of the City’s wayfinding project, which includes installing signs throughout the City to direct people to landmarks such as the library, City Hall, UWRF, etc. This is the first of 7 phases of the project, with later phases to include larger monument signs that greet visitors as they enter the City from various highways.

3. BID Survey/Business Communication – Discussion

Larson provided a brief update and BID members shared experiences from going door-to-door to meet with downtown business owners.

4. BID Board membership and photo

This item is to be kept on the agenda until all members are present for a photo.

5. Next month

2020 BID Budget Discussion and Action

Larson passed out the 2019 budget for members to review when determining the 2020 budget, which the Board will vote on during the September meeting.

Mike Noreen will present options for implementing a sound system downtown at the September BID meeting.

Other

Peterson updated the BID Board on the Downtown Alley Pilot Project by mentioning that the 200 Block between N Main and N Second St had enough interest to begin alley reconstruction.

Next Meeting

Next meeting is September 10 at 8:30 a.m. in the Foster Room, City Hall.

ADJOURNMENT

M/S Larson/McKay to adjourn; unanimous vote at 9:27 a.m.