

MINUTES

June 13, 2023 at 8:30 a.m.

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

Members present: Terry McKay, Joleen Larson, Amy Freeman, Amy Halvorson, Kerri Olson, Vince Seidling,

Members Absent: Mike Pepin, Mike Miller, Russ Korpela, Heidi Hanson,

Others present:

CALL TO ORDER– Larson called the meeting to order at 8:32 a.m.

Agenda/Meeting Minutes

The meeting minutes for the January 2023 meeting were approved. **M/S Halvorson/ Freeman. Unanimous**

Financials

The BID Financials were approved. **M/S Seidling/McKay. Unanimous**

Hanging Baskets and 2nd St Gardens

Larson brought up the fact that recent staff vacancies have resulted in there not being a project coordinator for the Hanging Baskets and 2nd St Garden. Larson wanted to discuss who would do the work going forward of coordinating volunteers as BID Board members were currently unable to due to other workload. Members had conversations on entities like the University and Grow to Share potentially being good partners to work with as they had relevant knowledge and experience. Burns said he would discuss with other staff and have an update for the next meeting.

BID Board Website

Planner Burns provided an update on efforts from Anchor Websites to get the website updated and launched. Burns stated that the website should be launched shortly.

RBF Façade Loan

Planner Burns notified the committee that a business in the community has applied for the Regional Business Funds' Façade Loan. The RBF requires the community in which the applicant is located have a local committee review the loan application and provide a recommendation. Burns asked if the BID Board would consider being the approving committee as they have overlap with the downtown, local business experience, and experience with façade and exterior improvements. The Board agreed that they would review the loan application and be the designated committee. Burns stated that next step was to get the council designation from the City Council and that if approved, the BID Board would review the application in their next meeting.

DIV and Main St Street Art

The City of River Falls applied for and won an AARP Flagship Grant focused on improving mobility in a community. Burns stated that the project they applied for and won with was for bike and pedestrian

improvements at the intersection of Main and Division St. Part of this is an opportunity to do pavement painting in the roadway for public art. Burns asked if the BID Board would be willing to contribute to the art costs of the project as part of their downtown beautification efforts. The group agreed that this would be a good project for their excess funds. Burns said he would have more information during the next meeting.

ADJOURNMENT

Vote to adjourn at 9:20; **Unanimous**