

**Business Improvement District  
318 Central Avenue  
November 14, 2019**

Board Present: Max Grebe, Shari Dolan, Jason Kunz, Alison Fried, Matthias Schalper, Jason Madill  
Board Absent: Travis Neil  
Staff Present: Joan Redeen  
Guests: Kellie Pierce

- I. **Call to order & Roll Call:** Max called the meeting to order at 9:05am; roll call of all present, a quorum was established.
- II. **Guests:** No guests present.
- III. **BID Board: Conflict of Interest:** There were no conflicts of interest noted among the board present; it was noted if Jason Madill arrives there would be a conflict in regard to grant discussion. Joan inquired with the board if changing the day of the week or changing the start time of the Board meeting would work better for the board; it was noted that it would be changing the board meeting for every month, not changing each month's meeting to different times/days. The Board determined that the second Thursday of the month at 9am will remain as the Board meeting time/day, for the time being.
- IV. **Approval of minutes from 10-10-19 Board meeting:** Alison motioned to approve the meeting minutes from the 10/10/19 Board meeting, as presented. Matthias seconded. **Motion passed unanimously.**
- V. **Financials:**  
**Monthly Financials:** The Board received the September & October financials via e-mail. There being no discussion on the financials, Jason Kunz motioned to approve the 9/30/19 & 10/31/19 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Matthias seconded. **Motion passed unanimously.**  
Alison motioned to approve a transfer of \$40K from money market to checking to cover operating expenses to January 2020. Shari seconded. **Motion passed unanimously.**  
Joan provided the Board with the year-to-date Budget vs. Actual.
- VI. **Grant Programs:**  
**Grant Applications:** The grant schedule for FY 2020 was provided to the board; current grants approved remaining to still be paid out total \$246,212.40. So far, this fiscal year, \$56,335 in grants have been paid out and grants approved this fiscal year total \$39,174.  
Grant Applications:  
410 Central Ave: Outdoor Grant payout, receipts have been submitted for the board to consider payout of this grant. Discussion followed on labor costs, allowable expenses and the maximum payout for this grant being \$3,735.40. Max noted that he'd like to table this discussion to provide an opportunity for the Board to review the receipts more thoroughly.  
Hicks Endeavors: Joan reported that a Sidewalk Grant application was received for 422 Central Ave; an Interior Grant application was received for 422 Central Ave; and a Façade Grant application was received for 422 Central Ave. The Board received these grant applications via email to review. The total costs for the entire project are \$549,835; expenses have been reviewed and allowable expenses calculated and total \$423,603. Estimated expense for the Interior Grant is \$362,439; the project would be eligible for the maximum \$10K Interior Grant. Estimated expense for the Sidewalk Grant is \$6,103; the project would be eligible for a maximum \$2K Sidewalk Grant. Estimated expense for the Façade Grant is \$55,060; the project would be eligible for a maximum \$10K Façade Grant based on the linear footage of 39'7". Jason Kunz motioned to approve the Interior Grant for \$10K; the

Sidewalk Grant for \$2K; and the Façade Grant for \$10K for Hicks Endeavors. Matthias seconded. **Motion passed unanimously.**

Starry Night Hospitality: Joan reported that an Interior Developer application was received for 621 Central Ave; an Interior Grant application was received for 621 Central Ave; and a Façade Grant application was received for 621 Central Ave. The Board received these grant applications via email to review. The total costs for the entire project are \$3.8M; expenses have been reviewed. Matthias motioned to approve the Interior Developer Grant for \$10K, as the official tenant has yet to be identified, and an Interior Grant for a new business for \$10K for 621 Central Ave. Shari seconded. **Motion passed unanimously.** Discussion followed on calculating the maximum façade grant. Matthias motioned to approve a Façade Grant for \$42,500 for 621 Central Ave. Jason Kunz seconded. **Motion passed unanimously.**

Joan reported that several grants need to be updated; letters will be sent out to Context/Matthias Schalper; Mauri Novak; and Longin/Fought.

Grant criteria: Max noted that he had nothing new to report on this topic.

## VII. Old Business:

### **Beautification:**

Holiday Décor: Joan reported that she'd like to do Light Up Downtown again; Northwestern Energy has sent \$250 to sponsor; last year they sponsored at \$500, so Joan is seeking additional sponsorship so that \$200 can be spent on the photographer and \$300 can be provided in prizes. The Board noted their support of this.

Joan reported that holiday décor is being installed; the trees are being lit up better than ever before. The lights will remain on the trees for several years; Jonas will be hired to come down annually to loosen the lights on the trees, but installation will not need to be done for several years, again. Additional light strands have been ordered as our lights are over three years old and have been outside for all of that time so many are burned out or are very dim.

Alley Lights: Joan reported that she is going to line up a meeting with LPW and Dragonfly to figure out how to light up the alley. Joan showed an example of lights in an alley in Butte, but there is too much wire pollution in the alley behind Dragonfly, so permission has not been granted for us to hang lights across the alley. Discussion followed on light options, and who would cover the costs. Matthias suggested a temporary installation to test lights across the alley; Joan has explored that option with the City and been told no, due to all of the wires present.

ArtsFest: Joan reported that a Montana Tourism grant was submitted, the results will be known sometime in January 2020. She continues to explore grant possibilities but noted that she'd like the BID to support the second annual event more so than the first. She added that calculations for square footage for this year's murals still need to be figured, so this year's property owners can provide their contribution toward the project.

Jason Madill arrived at 9:47am.

**Chamber of Commerce – Low Cost Airfare Initiative:** Matthias motioned to approve a pledge of \$5,000 to the Low Cost Airfare Initiative. Shari seconded. Jason Madill abstained. **Motion passed.**  
**City of Great Falls – Storm Drains:** Joan noted that there was nothing new to report on this, at this time.

**Downtown Great Falls Association:** Kellie reported that 11/21 is Ladies Night from 5-8pm and restaurants are providing after hour specials. A brochure with the map of all participating businesses can be picked up at the different locations downtown. The Parade of Lights starts at 6pm on 11/30 and Small Business Saturday is all day on 11/30. The Christmas tree will be installed on 11/20, all services were donated, and the City will light it. The Christmas Stroll is 12/6 from 5-9pm, the street closure starts at noon to get the Polar Plunge and Showdown all set up. DGFA will have four new board members as of January 1. Membership renewal for 2020 will be sent. It was noted that DGFA

has committed \$2,500 toward the Low Cost Airfare Initiative as well, they have not previously committed to this.

**Downtown Partnership: Wayfinding:** Joan reported that the Wayfinding RFP deadline was last week; eight responses have been received and scoring will take place today. The Montana Main Street Grant is due to be submitted tomorrow. The Board discussed BID commitment toward Wayfinding as well as other sources for committing to the city-wide project. Alison motioned to approve a minimum BID contribution toward Wayfinding of \$6,500. Jason Madill seconded.

**Motion passed unanimously.**

**Microvisioning:** Joan reported that the public revealing of the Microvisioning process will be held at 4pm and repeated at 7pm on Wednesday, 11/20. The DDP had the preview yesterday and the results are impressive.

**Personnel:** Joan reported that interviews are being conducted. A few candidates have been called back for a second interview and one may be asked back for a third interview. The Board inquired about how many resumes have been received, Joan noted that there have been many, but more than a dozen individuals have been interviewed.

**Downtown Safety Alliance:** Joan reminded the Board of the idea that Sandi Thares came up with and that was presented last month in regard to volunteers walking downtown. Discussion followed on T-shirts for these volunteers; Joan noted that she'd like the volunteers to pay for their shirts, so they are committed to the program. She added that hours also need to be tracked for volunteer hours. Discussion followed on insurance coverage; Joan noted that the BID has coverage for volunteers. The Board expressed their support of the idea. The Safety Alliance meets next on Tuesday, December 3<sup>rd</sup>.

**Montana Downtown Conference:** Joan reported that she, Travis, Kellie and Brad Eatherly from the City all attended the conference. The 2020 conference will be held in Dillon. A directors meeting was held during the Missoula conference; the directors made the decision that we need to meet twice a year, so they will be coming to Great Falls in April for a one-day meeting.

**Parking Commission:** Joan reported that the Parking Commission has one, possibly two, vacancies on the Commission. They will be offering free Christmas parking again, 12/16 to 12/24. The Board was informed of the meter rate increase; including Passport app use July increased \$9,600; August increased \$10,5000; and September increased \$9,300. It was about half of what was projected but income has increased. Not including the Passport app, meter income for July 2018 was \$19K, July 2019 was \$26K; August 2018 was \$23K, and August 2019 was \$31K; September 2018 was \$17K, and September 2019 was \$24K. It was noted that the Commission has met one time since the meters increased in July, they are scheduled to meet 11/21. Alison requested copies of their financials; she will email the City to request.

**Personnel:** Joan reported that one employee is checking our Coins for a Cause once a month and running the vehicles one time per week through the winter months.

The Board inquired about Geranios and snow removal; board members noted that they have seen them. Jason Madill inquired about Geranios using a Bobcat on the sidewalks where there are vaults beneath the street; Joan noted that she met with the City when the BID purchased its Arctic Cat and started to drive on sidewalks, the City had noted that the weight was fine. Jason commented that a Bobcat weighs 4x more than an Arctic Cat and he would prefer that Geranios not drive on his sidewalks. Joan will notify Geranios to not do the Strain building and 321 1<sup>st</sup> Ave N.

Joan reported that she has some vacation time remaining to take before 12/31/19.

**Work Plan 2020:** The Work Plan for FY 2020 is being followed.

- VIII. **New Business: Insurance:** Joan reported that the D&O Insurance policy has renewed; the limit on the policy is \$1M. She added that the insurance agent inquired about whether or not the BID needed to pay for the employee practices; it was decided that the BID should continue to keep that on the policy. The premium is \$1,033 annually in October.

The Board discussed the status of the Rocky Mountain building project; it was requested that Alluvion join the Board to update them on their progress.

IX. **Public Comment:** No public comment.

X. **Adjournment:** Meeting adjourned at 10:22am.

Max Grebe, Vice-Chair

Joan Redeen, Staff

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Date: \_\_\_\_\_

Date: \_\_\_\_\_