

Business Improvement District
318 Central Avenue
January 9, 2020

Board Present: Max Grebe, Shari Dolan, Jason Kunz, Alison Fried, Matthias Schalper, Jason Madill
Board Absent: Travis Neil
Staff Present: Joan Redeen
Guests: Brett Doney, Jolene Schalper, Christian Leinhauser

- I. **Call to order & Roll Call:** Max called the meeting to order at 9:09am; roll call of all present, a quorum was established.
- II. **Guests:** Brett Doney, with the Great Falls Development Authority, introduced Jolene Schalper and Christian Leinhauser. Christian is the new Downtown Business Development Officer. Brett reported that they will be hosting a Downtown Showcase in the spring. Jolene noted that the Showcase will change and be focused more on business development. Joan added that the following dates have been set: April 16th will be the Downtown office open house and April 23rd will be the date we'd like to host all of the directors from around the state. Brett reported that they are launching their first relocation magazine, working with Livability. There will be an annual publication, and a large online presence. This is in partnership with Visit Great Falls. It will be officially launched on Wednesday 1/22 at the new Hub at Great Falls High School. It is essentially a tool for employers and will be in the hand of recruiters. He added that Ignite is happening tomorrow morning; some great projects will be announced.
Matthias informed the board that he has acquired the old Montana Power building on the corner of Central Ave and Park Dr.
- III. **BID Board: Conflict of Interest:** Jason Madill reported that he believes there will be some grants for his properties discussed, he will abstain from voting on any of these grants.
Joan reported that the City is hosting its bi-annual board training on February 25th & 26th. All board members are required to attend one of the two nights.
Joan reported that the following board members terms expire 6/30/20: Travis Neil, Max Grebe and Jason Madill. Max has already expressed interest in serving another term. Travis will not be seeking an additional term, so one opening is confirmed for 7/1/20. A nominating committee will need to be formed for officers and elections will need to be held at the June board meeting.
- IV. **Approval of minutes from 12-12-19 Board meeting:** Shari motioned to approve the meeting minutes from the 12/12/19 Board meeting, as presented. Matthias seconded. **Motion passed unanimously.**
- V. **Financials:**
Monthly Financials: There were no financials for December.
The updated Budget vs. Actual report was provided to the Board. It was noted that our fiscal year matches the City's and runs from 7/1 to 6/30.
- 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 \$402,339.40. So far, this fiscal year, \$60,070.40 in grants have been paid out and grants approved this fiscal year total \$199,126.40. Discussion followed on the budgeted amount for grants for this fiscal year is \$236,900; the formula that is reflected on the grant schedule notes that the Board has approved more than the formula allows for; and when grants may actually be paid out. Shari will review the formula. It was noted that the formula did not exist before 2014 so Shari will compile a trending spreadsheet. She will track trending as well as compile estimates going forward so that it reflects a rolling 12-months.

Grant Applications:

Big Sky Select Properties: Joan reported that a Façade grant application was received for 412 Central Ave, as noted and discussed at last month's board meeting. The Board received the grant application via email to review. The total costs for the façade component total \$93,700. Jason Madill motioned to approve the Façade Grant for \$11,910. Jason Kunz seconded. Max abstained. **Motion passed.**

Alluvion: Joan reported that Alluvion was informed that the grant would not be paid out until the project was complete and they requested that half of the grant funds be disbursed to them. The Board noted that grants are not paid out until projects are completed and based on their initial description of the project this project is not done.

Sage Financial Wellness: A Business Incentive Grant was received for 410 Central Ave, Suite 416 for Sage Financial Wellness for \$1,100. The Board received the application via email. Their six-year lease is effective April 1; grant will be paid out by May 1 to Madill Enterprises. The business is owned by Jared Brown.

Sage Financial Wellness: An Interior Grant was received for 410 Central Ave, Suite 416. The Board received the application via email. Based on their estimate of \$43,743 they would be eligible for the maximum interior grant of \$10,000.

Pathwise Partners: A Business Incentive Grant was received for 410 Central Ave, Suite 414 for Sage Financial Wellness for \$1,100. The Board received the application via email. Their six-year lease is effective April 1; grant will be paid out by May 1 to Madill Enterprises. The business is owned by Jared Brown.

Pathwise Partners: An Interior Grant was received for 410 Central Ave, Suite 414. The Board received the application via email. Based on their estimate of \$44,976 they would be eligible for the maximum interior grant of \$10,000.

The Board discussed the make-up of these two businesses with the same owner. Comparisons were made to Faster Bassett/Elevation and several other recent businesses with the same ownership. The Board asked for tax ID numbers to be provided for both businesses.

Alison motioned to approve all of the grant applications for Sage Financial Wellness and for Pathwise Partners, as presented, for their maximum eligible amounts, upon the BID being provided proof of two separate Tax ID Numbers for two separate entities/businesses. Jason Kunz seconded. Jason Madill and Max Grebe abstained. **Motion passed.**

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

VII. Old Business:

Beautification:

BID Vehicle: Joan reported that the truck had the outer tie rod replaced and an alignment done. Mountain Tire noted that they were recommending the complete list of work to be done for \$2,843 but after informing them the truck doesn't leave the BID boundaries, they agreed it should be ok with the tie rod replacement. It was noted that the BID has owned the truck for five years. The bid for detailing from Buff & Duff Detail (a DGFA Member) came in at \$400; the Board recommended waiting until spring to have detailing done.

ArtsFest: Joan reported that the application for a Montana Tourism Grant was denied. She noted that nothing has been spent on ArtsFest this fiscal year as last year's ArtsFest was expensed in the prior fiscal year. Possible options for funding were discussed; it was noted that Tourism funds the marketing for this event. It was noted that checks are still being held for Dragonfly and Speaking Socially as square footage of their murals remains unknown. Discussion on incorporating sculpture into the ArtsFest. Joan noted that ArtsFest MONTANA 2020 will begin on August 21. Joan added that there would be no workshop in 2020; simply artists creating murals. Additional funding sources/options/possible sponsorships were discussed. Shari motioned to approve \$15,000 to be expensed this fiscal year for ArtsFest MONTANA 2020. Matthias seconded. **Motion passed unanimously.**

Banners: Joan reported that our welcome banners are back out and in place; we will be looking to replace those banners within the next year. We have more than half of the holiday banners that need to be replaced, due to weather. For FY21 we will need to budget for replacement of the holiday banners.

Alley Lights: Nothing new to report at this time.

Flowerpots: Joan will email Travis to inquire where he is with getting bids for self-watering flowerpots. Discussion followed on whether or not other BID's in the state use them; Joan will inquire.

Holiday Décor: Joan reported that the décor is all put away for the year. She added that we have 30-35 pieces of décor that were unused due to lack of brackets; she'll be working with the CMR High School welding shop to see if they can create the bracket.

Sound System: Joan reported that she met with Seth and a waiver/liability form was created for use by anyone who plugs into the system. Anyone who plugs in will assume responsibility should anything happen.

City of Great Falls – Storm Drains: Joan reported that she emailed the City for an update and has had no response.

Downtown Great Falls Association: Joan reported that Kellie is on vacation. She is starting her Beer Week meetings for planning that event. They are holding one Music on the Mo event this summer. The 2020 calendar of events has been published; Joan will email that to the Board. DGFA has several new board members.

Downtown Partnership: Microvisioning: Joan reported that LPW sent the final drafts for review. The results will be posted to the downtown website, as well as GFDA's website.

Personnel: Joan reported that Christian is the new Downtown Business Development Officer, he started work on January 2nd.

Wayfinding: Joan reported that she is still waiting to hear from the Montana Main Street in regard to our grant application.

Downtown Safety Alliance: Joan reported that Coins for a Cause for 2019 brought in \$867.03; that includes two large private donations that were received. Without those two private donations our amount was \$467.03. The entity that these funds will be donated to will be determined and a check will be written in February. At January's Safety Alliance United Way was the speaker in regard to the Homeless Initiative, that launched in 2017. They reported that annually, nationwide on January 30th there is a count of all homeless people; this count includes all folks that are in the rescue mission (as they are homeless). Great Falls has the third largest homeless population in the state, yet we receive zero federal dollars to address the issues. Last year's count showed that there were 15 people downtown that were homeless and seven of them have been housed. The Initiative has housed 85 people since they began and 84 remain housed. Joan also relayed that Voices of Hope is a great resource if someone is in need, dial 211 from any phone and they can connect you to resources. The Safety Alliance meets next on Tuesday, February 4th.

Neighborhood Walk Program: Joan is now exploring how to do a background check and how extensive background checks might need to be, and costs associated with that. She added that if the BID pursues this we need to launch in early spring. Discussion followed on the Directed Enforcement Team (DET) with the Great Falls Police Department; Joan reminded the Board that Kevin Supalla is the dedicated BRIC officer and he attends the Downtown Safety Alliance. Discussion followed on the GFPD Volunteer Program; the Board was under the impression this program no longer exists.

Parking Commission: Joan noted that there is nothing new to report; the Commission did not meet in January. It was noted that come May 1 the Commission will be down to two members.

Personnel: Joan reported that her 11-year anniversary was January 5th and she expressed her gratitude to the Board.

Work Plan 2020: The Work Plan for FY 2020 is being followed. A draft for FY21 will be provided by April, with approval needed by June.

VIII. **New Business:** Smoked American BBQ has reached out to the BID to support them in their efforts to acquire the vacant lot next door to their restaurant on 2nd Ave North. They are looking to pave the dirt lot and use it for parking; no property taxes have been paid on the lot in 13 years. They requested that the BID write a letter of support of this acquisition to Cascade County. The Board instructed Joan to write a letter of support of their acquisition of this parcel. Jason Madill reported that Smoked American BBQ is now serving prime rib every Thursday at Elevation.

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

X. **Adjournment:** Meeting adjourned at 10:44am.

Max Grebe, Vice-Chair

Joan Redeen, Staff

Date: _____

Date: _____