

Minutes
Business Improvement District
October 9, 2014

Board Present: Andrew Ferrin, Garry Hackett, Sheila Rice, Travis Neil, Mauri Novak, Mac Smith
Board Absent: Kris Harrison
Staff Present: Joan Redeen
Guests Present: Jason Madill

- I. **Call to order:** Andy called the meeting to order at 9:06am.
- II. **Guests:** Jason Madill noted that he submitted two grant applications; one for the Pennant Building and the second for his first floor tenant, Mountain Title. Discussion followed on Jason's grant application for the Pennant building. The Board advised Jason to revise his application for the Pennant building. Discussion followed on the application for Mountain Title and whether Val is eligible for 10% as an existing business or 30% as an expanding business, as our grant application notes. Garry motioned to approve Mountain Title's interior grant application to be funded at 30% or our maximum grant of \$10,000. Mauri seconded. **Motion passed unanimously.**
- III. **BID Board:** Mac submitted his resignation from the board, effective October 10, 2014, due to his impending move to Helena. Joan reported that Kris has already noted that she will not be in attendance at the November meeting; Garry and Sheila both noted they, too, would be absent. Due to a lack of quorum the November meeting will be re-scheduled; discussion on holding a joint meeting with DGFA's board was held.
- IV. **Approval of minutes from 9-11-14 meeting:** Sheila motioned to approve the minutes from the 9/11/14 meeting as presented. Mauri seconded. **Motion passed unanimously.**
- V. **Financials:**

Monthly Financials: The Board received the August & September financials via e-mail. There being no discussion on the financials, Sheila motioned to approve the 8/31/14 & 9/30/14 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Mac seconded. **Motion passed unanimously.**

Audit: Joan reported that the auditor has determined that the BID has a legally adopted budget; based on this new information he is trying to determine how we amend our budget as overages will need to be amended. The audit is on hold until he gets an answer.
- VI. **Grant Programs:**

CTEP: Joan reported that a meeting was held with Andrew Finch from the City. Andrew needs two BID Board appointees; one to review the proposals and the second to be the City's contact throughout the entire CTEP project. Sheila motioned to appoint Mauri for review of the proposals and Travis to serve as the BID Board contact for the City throughout the project. Mac seconded. **Motion passed unanimously.** Discussion on lighting districts; Andrew has asked that the BID assist in letting property owners know that they will be included in a new lighting district.

Grant Applications:
Pennant Building: See above under Guests.
Mountain Title: See above under Guests.
Experience Works: Joan reported that a Business Incentive Grant application was received on 10/2, with a lease start date of 9/1. The Board received the application via email. Garry motioned to deny Experience Works' application because they did not meet the requirement of submitting the application a minimum of one-week prior to lease start date. Sheila seconded. **Motion passed unanimously.**
Rothwell and Company: Joan reported that a Business Incentive Grant application was received by Rothwell and Company. The Board received the application via email. Rothwell and Company relocated from the Strain building to Times Square. Garry motioned to deny Rothwell and Company's application due to the business already existing within the BID boundaries. Sheila seconded. **Motion passed unanimously.**

Project updates have been received from the Arvon building, regarding their façade grant; the Margaret building, for their residential grant; and the Center for Mental Health's art grant. The Arvon has noted that they estimate completion by December; the Margaret estimates completion by November; and the Center for Mental Health has estimated completion in September, 2015.

Discussion followed on removing the word 'expanding' from the interior grant application, no decision was made at this time.

Joan provided the board with copies of the updated grant schedule for the new fiscal year.

VII. Old Business:

Beautification:

Bike Racks: Joan reported that the Church Harris bike rack is complete and Celtic Cowboy's bike rack is at Advanced Coatings getting painted. There are several other bike racks on the list to be done; NeighborWorks Great Falls, LPW, Rescue Mission and BID office. The welding class is working on designs.

Graffiti Removal: Joan reported that we've removed a couple of graffiti tags off of the Stockman Bank building. Garry asked that the graffiti reported to be on his building be removed by Hotsy.

Parking Meter Art Project: Joan reported that the goal is to have a Call to Artists ready in the next few months so that artists can be working on this project over the winter months and the end result can be unveiled next spring/summer at Alive @ 5 events.

Trees: Nothing to report at this time.

BID Expansion: Joan reported that current numbers on expansion were provided to the Board via email yesterday. The Board was asked to review the Excel spreadsheet and visit with property owners who have not yet voted. Sheila noted that County Commissioner Bill Salina has asked what the City does for Downtown; Craig Raymond is running some numbers on the work the City does for Downtown in lieu of an assessment.

Downtown Great Falls Association: Sheila noted that a request for financial assistance was submitted to the BID board yesterday via email; the request consisted of half of the trolley loss for \$6,000 and \$2,000 for lighting the holiday decor. Discussion was held on the history of the BID providing assistance to DGFA. Travis motioned to approve providing DGFA with financial assistance in the amount of \$7,000; \$6,000 for the trolley and \$1,000 for holiday lighting. Mac seconded. Sheila and Garry abstained. **Motion passed.** Joan proposed that DGFA's salary expense be transitioned to the BID; with DGFA employees becoming BID employees but recommended no action at this time; the Board was receptive to the idea. It was suggested that BID and DGFA hold a joint meeting; this will be scheduled in November.

Team Trolley: Sheila reported that the trolley is planning the luminaria tour season in December.

Downtown Partnership: Joan reported that the DDP has a façade design program that it is facilitated through the City for the Montana Main Street program; façade renderings will be funded up to a maximum of \$1,200. They are creating façade renderings of buildings downtown. Joan recommended that the BID apply to have a façade rendering done of the 511 Central Ave building with no expense to the BID; it was hit by a drunk driver a few weeks ago and is currently boarded up. The current owners have left the state and the building may sit as is for many years to come. If a rendering could be created a prospective buyer could see the potential. Sheila motioned to approve the BID applying for façade rendering of 511 Central Ave. Garry seconded. **Motion passed unanimously.**

Downtown Safety Alliance: Joan reported that the next Business Watch is being held 11/11/14. The topic is Shoplifting; the speaker is the store manager of Herberger's.

Johnson Hotel: Joan reported that there are two vacancies in the incubator. She added that someone is utilizing the tele-conference room without permission; individuals who have rented the space have had their personal items (bottled water) taken. The Board advised Joan to discuss this with the tenant using the space and inform them that they are trespassing and it will not be tolerated, get the key back or change the locks and pass the expense along to the tenant.

Montana Downtown Conference: Joan reported that she was in attendance as well as Sheila, Garry and Andy. Ellen Sievert, Brett Doney, and Carol Bronson also attended; Alison Fried and Trina Knoche were speakers on Friday. It was well attended and a good conference; next year's conference is in Kalispell.

National PARK(ing) Day: Joan reported that National PARK(ing) Day was held on 9/19/14; it was well-received. DGFA board member Joe England has requested that we coordinate and do something each week next summer with Alive @ Lunch.

Parking Commission: Joan reported that the next Parking Commission meeting is Monday 10/20 at 3pm. There remains one opening on the Commission. Discussion followed on the status of the proposed revenue strategies. Lee Nellis, with the City, is working on revising the Parking Ordinance; upon completion and approval by the City Commission, Lee will address the parking revenue strategies.

Shop Til You Drop: Joan informed the Board of the Shop Til You Drop program. BID, DGFA and the Great Falls Area Lodging Association (GFALA) have funded printing these cards that are provided at hotel front desks for tourists, providing them with free parking. The GFALA is doing another printing and the BID will fund \$45 for this round. Sheila recommended adding some language to the cards that encourages use of the garage.

Personnel: Joan suggested that next summer we increase hours for trash removal and watering flowers. She added that she'd like to see the BID budget to fund a truck and larger watering tank for next summer, our employee would only have to fill the water tank once every two days and could also water the trees.

Work Plan 2014-2015: Joan reported that the BID continues to work the Work Plan.

New Business:

Urban Art Project: Joan reported that the Urban Art Project reception is Monday, October 13th at Bert & Ernie's.

Period Lighting: Joan reported that the City has contacted our office regarding taking over maintenance of the period lighting. Discussion followed on the history; BID used to maintain and submit receipts to the City for reimbursement, that practice was changed in 2009 when the City took over maintenance. The City sent an email in 2012 claiming ownership of the period and cobra lighting. The Board recommended that the City be reminded of ownership and that the BID does not wish to be put back in the middle with taking over maintenance and submitting for reimbursement.

MEDA Conference: Joan reminded the board that Brett Doney is working on bringing the Montana Economic Developers Association Conference to Great Falls in May, 2015. There will be a downtown focus at the conference. Average attendance is 85 to 100; goal for Great Falls is 150. Brett will be presenting a proposal to the BID to become a sponsor of the conference.

Rocky Mountain building: Joan reported that the Rocky Mountain building will be on the City Commission's agenda for tax abatement on 10/21. Garry motioned that a letter be sent to the City Commission noting the BID is in support of the tax abatement on the Rocky Mountain Building. Travis seconded. Sheila abstained. **Motion passed.**

VIII. **Public Comment:** No public comment at this time.

IX. **Adjournment:** Meeting adjourned at 11:06am.

Andy Ferrin, Chair

Joan Redeen, Staff

Date: _____

Date: _____