

**Minutes**  
**Business Improvement District**  
**November 6, 2014**

Board Present: Andrew Ferrin, Garry Hackett, Sheila Rice, Travis Neil, Mauri Novak, Kris Harrison  
Staff Present: Joan Redeen

- I. **Call to order:** Andy called the meeting to order at 9:36am.
- II. **Guests:** There were no guests present at the meeting.
- III. **BID Board:** Joan reported that the City has advertised for the one board vacancy; one individual has expressed interest. Joan added that the City is offering a Board/Commission Training on Wednesday, December 10<sup>th</sup> at 6pm in the Civic Center. City appointed board members are encouraged to attend.
- IV. **Approval of minutes from 10-9-14 meeting:** Travis motioned to approve the minutes from the 10/9/14 meeting as presented. Sheila seconded. **Motion passed unanimously.**

V. **Financials:**

**Monthly Financials:** Joan reported that the bank statement just arrived for October so no financials have been provided to the board as the bank rec has not been completed.

**Audit:** Joan reported that our auditor is waiting on the City's response in regard to how to address budget overages. The audit will be completed once the City provides an answer.

VI. **Grant Programs:**

**CTEP:** Travis reported that the RFP has not gone public yet so there is nothing to report on the CTEP. Joan inquired if anyone knows what the pavement markings are for on 5<sup>th</sup> Street South – no one knows. Joan informed the Board that the BID has already approved \$79K in grants since July 1; the BID has budgeted \$87K for this fiscal year that runs until 6/30/15.

Discussion on grant criteria held; it was decided to hold a work session to review grant criteria in 2015.

**Grant Applications:**

Brush Crazy: Joan reported that a New Business Interior Grant application was received from Brush Crazy. The Board received the application via email for review prior to this meeting. Discussion followed on the definition of new business. Sheila motioned to approve Brush Crazy's application as an Existing Business Interior Grant for a maximum of \$10,000. Travis seconded. **Motion passed unanimously.**

Love 2 Inspire: Joan reported that a Business Incentive Grant application was received by Love 2 Inspire. The Board received the application via email for review prior to this meeting. Love 2 Inspire was relocating from 108 5<sup>th</sup> St S to 514 Central Ave. Sheila motioned to deny Love 2 Inspire's Business Incentive Grant application due to the business already existing within the BID boundaries. Garry seconded. Mauri abstained. **Motion passed unanimously.**

Lobby Bar: Joan reported that Carl Heishman stopped in and informed the BID that he will be re-submitting his façade grant application.

Pennant Building: Joan noted that this grant application is still pending. The applicant has not updated it yet.

Joan provided the board with copies of the updated grant schedule with the cash flow formula updated.

VII. **Old Business:**

**Beautification:**

Bike Racks: Joan reported that the Church Harris bike rack was installed. Celtic Cowboy's bike rack is at Advanced Coatings getting painted. The welding class continues to work on other bike racks.

Graffiti Removal: Joan reported that we've removed some additional graffiti tags. Weather permitting; Hotsy will be in touch with Garry to remove graffiti on the Hastings building.

Parking Meter Art Project: Joan reported that the final Call to Artists was emailed to the Board for their review. She added that the artist stipend was lowered to \$150, \$50 at time of approval and \$100 upon completion. The BID will fund the final sealant and have one artist complete the sealant on all of the meters so that it is done correctly. Artists must submit their designs by 1/30/15. The Call to Artists will be made public within the next week or two.

**BID Expansion:** Joan reported that current numbers on expansion were provided to the Board via email yesterday. Some additional positive votes have been received. Joan informed the Board that she and Sheila will be in attendance at the County Commission work session on 11/19 and their meeting on 11/25 where expansion will be on the agenda. Discussion followed on soliciting from the property owners who have not voted; the board recommended sending the initial letter with a new deadline with a memo attached that asks them to vote.

**Downtown Great Falls Association:** Sheila thanked the Board for the BID's contribution to DGFA; she added thanks for the BID letting Joan act as Erin's supervisor, as proposed and approved at the joint BID/DGFA meeting held prior to this meeting. DGFA is working on the Parade and Stroll; the Chicks hosted the Ghost Tours and are hosting the upcoming Red Light Review.

Team Trolley: Sheila reported that the trolley is planning the luminaria tour season in December; drivers are lined up. Advertising and drivers for summer, 2015, are the two tasks being worked on now.

**Downtown Partnership:** Sheila reported that the DDP applied for a TBID grant to do the preliminary assessment of wayfinding; TBID denied the application but encouraged the DDP to come back during a later phase in the project. Joan added that the BID submitted the application for the façade rendering of the 511 Central Ave building and it was denied. The property owner must be the applicant; Joan continues to work on connecting with the property owner. There are a total of six (6) renderings to be done, five (5) applications have been received and are approved and are in the process of being completed; deadline for completion is 1/1/15.

**Downtown Safety Alliance:** Joan reported that the 2015 Business Watch schedule has been created; all topics and sponsors are lined up. The next Business Watch is being held 11/11/14. The topic is Shoplifting; the speaker is the store manager of Herberger's. Joan noted the need to encourage retailers to attend this particular Business Watch as the topic is geared toward them.

**Holiday Décor:** Joan reported that she is seeking bids for banners instead of using the lighted shooting stars. She envisions double banners so additional hardware would be necessary. Discussion followed on additional décor options. The Board noted that \$20K has been budgeted for holiday décor so Joan has permission to proceed forward. Discussion on DGFA's lighting party and the possibility of needing to purchase additional lights.

**Johnson Hotel:** Joan reported that there are two vacancies in the incubator.

**Lighting:** Northwestern Energy has informed the BID that they are handling downtown lighting issues.

**Parking Commission:** Joan reported that the next Parking Commission meeting is Monday 11/10. They plan to present the City Commission their proposed new ordinance and the revenue strategies in early December. Joan noted that the BID has been asked to make a statement on the proposed parking revenue strategies. The Board noted that the BID will not be making a public policy statement on the proposed revenue strategies. Discussion on the perception of paying for parking and the role the Parking Commission plays; they are an advisory commission to the City Commission.

**Personnel:** Joan reported that Gail's time cards are being maintained by Standard Parking on behalf of the BID; they are held there and she completes them when she arrives and departs from work each day. The general consensus among the Board is that the BID should never base whether you keep an employee on whether they will file for unemployment; if they are not doing their job they need to be removed.

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

**New Business:**

Tourism Assessment: Joan reported that there is a meeting tonight at 6:30pm at the Civic Center working on the tourism assessment; they are working on pursuing a National Heritage Area for Great Falls. They are planning a large community event that will be held in January, 2015.

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

IX. **Adjournment:** Meeting adjourned at 10:50am.

Andy Ferrin, Chair

Joan Redeen, Staff

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

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