

Business Improvement District
318 Central Avenue
April 12, 2018

Board Present: Andrew Ferrin, Garry Hackett, Alison Fried, Jason Madill, Sheila Rice
Board Absent: Max Grebe
Staff Present: Joan Redeen
Guests Present: Kellie Pierce, Travis Neil was present via telephone

- I. **Call to order:** Andy called the meeting to order at 9:04am
- II. **Guests:** No guests present wished to address the board at this time.
- III. **Downtown Great Falls Association:** Kellie reported that DGFA will close the sale on the trolley tomorrow morning. The final sale price will be \$8,000. The new owner will take over ownership of the Trolley, the Facebook page, the website, all tours and Joe will be continuing to drive for the new owner. The trolley financial was provided to the Board, it reflects a profit of \$4,363 over five years of ownership for DGFA; it was noted that this figure included the driver's salary but never included any salary for the DGFA Director's time. Discussion followed on the BID's investment in the trolley; the board was reminded that the BID invested \$14K of the \$31K that DGFA needed to purchase the Trolley. The Board discussed if they were to ask for an ownership percentage of the profits DGFA has from running the trolley; DGFA board plans to use the funds for operating costs. The BID Board decided that the money was invested in the trolley; it was not committed with an expectation of return. The Board agreed to leave the funds with DGFA. Team Trolley will be removed from the agenda.
Kellie reported that DGFA is partnering with the local breweries and the Beer & Gear festival and hosting the first Craft Beer Week in Great Falls in June 3-10. DGFA is setting up an obstacle course in Gibson Park. Summer events launch 6/21 with the Summer Kick-Off at Gibson Park, there will be three Music on the Mo events at Oddfellows and the End of Summer Bash is in partnership with Pepsi and Star Radio. Cruisin' the Drag is 5/5, Cash Mob is this weekend, Saturday 4/14 and Sidewalk Sale will be 7/28. Kellie noted that she is working with the Farmer's Market to bring it up Central Ave again.
- IV. **Approval of minutes from 3-8-18 meeting:** Alison motioned to approve the meeting minutes from the 3/8/18 meeting as presented. Sheila seconded. **Motion passed unanimously.**
- V. **BID Board:** Joan reported that the City sent a summary of the BID Board members and what conflicts each member noted on their conflict form. The Board asked that the summary be sent to the board as well as a copy of the blank form from the City that the Board members had to complete. Joan updated the Board on Resolution 10059, discussed and approved for the changes Tourism requested at the BID Board meeting in October 2017; Tourism is pursuing it with the City. Tourism is asking that the City change the resolution to read, "Business Improvement Districts are to operate in accordance with their Bylaws with regard to trustee/director terms in accordance with Montana Code."
Sheila reported that she and Max met and discussed the appearance of conflict of interest among board members. They've proposed the board pass a resolution that reads, "Henceforth, any board member, individual, company or partnership, applying for funds or grants from the BID resign from the board of directors prior to making the application for such funds or grants and cannot serve on the board of directors for at least one year following the approval of the application for funds or grants." The Board discussed the terminology; recommendations were made to change from one year following approval to be one year following payout. The changes will be made and it will be sent to the Board for further review.

VI. Financials:

Monthly Financials: The Board received the January, February & March financials via e-mail. There being no further discussion on the financials, Sheila motioned to approve the 1/31/18, 2/28/18 & 3/31/18 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Garry seconded. **Motion passed unanimously.**

Budget FY 2019: The Board received copies of a draft budget for FY 2019; the board will need to adopt the budget in May. The proceeds of the sale of the Johnson need to be added to the draft budget; Joan discussed self-watering flower pots and added that she'd like to wait until the BID is renewed before investing in them; the estimate is about \$10K for 50 pots (\$199 each). It was noted that we budgeted zero for rent as the rent has been paid through 6/30/19; we paid \$400 per month for rent. Discussion followed on various expense items; insurance expense and taxes & fees (no longer paying property taxes on the Johnson building). The City Commission will have the BID Budget and Work Plan on their agenda in July.

Sheila brought the board up to date on the status of the Rocky Mountain building. Discussion followed on how the BID might be involved in the Rocky Mountain building project; the Board acknowledged that they've approved grants in the past and would do so again, within the grant parameters. Sheila asked that the board consider setting the Johnson proceeds aside for the Rocky Mountain building project. The Board recommended that a letter be submitted to the City Commission prior to their meeting Tuesday, noting that the BID board supports CDBG funds that allow for removal of slum & blight; Joan will draft a letter and send it to the Board for approval.

VII. Grant Programs:

Grant Applications:

410 Central Ave: Joan reported that the Façade Grant for 410 Central Ave was updated to reflect completion or update by August, 2018.

The updated grant schedule was provided to the board.

The current grant approval letter the BID sends out, upon grant approvals, was discussed. The Board discussed adjustments to the letter to insure that applicants are aware that BID renewal is approaching; if the BID should cease to exist grants may not be paid out. It was noted that the sentence "Final payment of your grant is dependent upon renewal of the BID." should be included in the grant approval letter. The board recommended that the grant applications be updated with a line for applicants to initial acknowledging this.

Joan addressed the issue of the Board approving grants, noting the current grant schedule of grants approved versus the budget. The formula allows the Board to approve an additional \$20K through 6/30/19, however \$15K of that has been set aside for pedlet grant funds. It was noted that the board has \$75,721 in grants to review/discuss/approve at this meeting today. There is also a pedlet grant application for \$3,812.50 and those funds would be from the Montana Main Street program; the BID would expend those funds initially but they would then be reimbursed by the Montana Main Street program. It was noted that State has not submitted anything to the City yet in regard to this grant; as far as the City is concerned if the pedlet grant application is approved it is BID money (at this time). The Board determined they will continue to approve grants, as they have done in the past, with the idea that the applicant is aware it is dependent on funds available and BID renewal.

Discussion followed on the accounting basis the BID works on, we run on an accrual basis, not a cash basis. The Board asked that the auditor join the Board for the May board meeting.

Discussion on BID renewal timeline; it was noted that City will need to cast a ballot, even though they are not assessed.

Context: Joan reported that the Board received the updated, more detail explanation from Context in regard to their Interior-Developer Grant application. The Board received the update and the application via email. Alison motioned to approve the Interior-Developer Grant for Context for \$10,000. Garry seconded. **Motion passed unanimously.**

410 Central Ave: Joan reported that a Facade Grant application was received for 410 Central Ave. The Board received the application via email. Sheila motioned to approve the Façade grant for \$60,000. Alison seconded. Jason abstained. **Motion passed.**

Speaking Socially: Joan reported that a Sidewalk Grant application was received for Speaking Socially located at 509 1st Ave N. The Board received the application via email. Sheila motioned to approve the Sidewalk Grant for Speaking Socially for \$1,250. Garry seconded. **Motion passed unanimously.**

Spark Architecture: Joan reported that an Interior Grant application was received for 410 Central Ave, Suite 509 for Spark Architecture. The Board received the application via email. Alison motioned to approve the Interior grant for \$3,876. Sheila seconded. Jason abstained. **Motion passed.**

Spark Architecture: Joan reported that a Business Incentive Grant application was received for 410 Central Ave, Suite 509 for Spark Architecture. The Board received the application via email. Alison motioned to approve the Business Incentive grant for \$595, paid on June 1st to Madill Enterprises. Sheila seconded. Jason abstained. **Motion passed.**

VIII. **Old Business:**

Beautification: BID Vehicle: Joan reported that the BID truck had a minor run-in this past Sunday with a patch of ice and a pole; there were no injuries to anything other than the truck. The rear right bumper/brake light is not functioning. Four estimates have been received ranging from \$2,900 up to \$4,200. The insurance deductible is \$1,000. The Board instructed Joan to use ProCraft at \$3,348, as they are DGFA members and Downtown, and submit the claim to insurance. Joan added that the bid came in from Clean Slate for wrapping all of the BID vehicles; the final bid for that project is \$3,200. Discussion on the kiosk that will be attached to the bike; it weighs 45-50lbs. It will be wrapped like the truck and the Cat.

Downtown Thing: Joan continues to explore the possible splash pad. The BACI group is conducting a walkability/accessibility tour of our City's parks; kick-off is this weekend with events Friday & Saturday. BACI is also helping the BID with painting of the crosswalks behind the Roberts and by the CCHD; priming will take place Friday 4/27 and painting will be Saturday 4/28, both happen at 3pm.

Sound System: Joan reported that the power to the poles includes the power to the sound system speakers as well as the lights on the trees. Liberty Electric has provided a bid of \$2,900 for adding a photo cell light sensor to one plug on the pole so the lights can be on dusk to dawn and the speakers will have power 24/7. Joan advised the Board that if we leave the lights on the trees, as we've done for the past year and a half, we need to either unplug them or add this light sensor. If we remove the lights from the trees we need to budget between \$7K-\$10K more for holiday décor for installation of the lights on the trees. Discussion followed on the Pandora box that is located at 410 Central and the error that continues to appear; Joan would like to relocate the master laptop and Pandora box to the Downtown office. Mike, with Airtetix, has noted that we'll need a second transmitter to do this, estimated to be \$1,600, which includes a microphone. The Pandora box and a fixed master would be in the Downtown office, and a mobile master would be at 410 Central Ave. It was noted that the system is working, even with the error – but songs can't be skipped and stations can't be changed when we have the error. The Downtown Association has noted that they see no need for a microphone. Jason noted that he is getting an access controlled door and the BID will have a code within a month; the BID will be able to access the system at any time once that code is in place.

Traffic Signal Box: Joan is waiting on the bid for the TSB on the corner of Central & 5th.

Flowers: The flowers will be out by Memorial Day.

BID Office: Joan reported that the lease has been signed for 318 Central Ave, through 6/30/19, at \$400 per month for the BID. DGFA is also paying \$400 per month. Rent has been paid in full through 6/30/19. The utilities included are sewer, water & trash. The BID/DGFA will be paying

electricity and internet/telephone. The board received the Chamber's offer to buy-out the rental agreement via email. They've offered for the BID to pay April & May rent, leave the place in good order (which was done and acknowledged). Garry motioned to approve the offer as presented by the Chamber and for Andy to sign it. Sheila seconded. **Motion passed unanimously.**

Downtown Partnership: Pedlet: Joan reported that a Pedlet grant application has been received for Enbar. Sheila motioned to approve the pedlet grant for Enbar for \$3,812.50. Alison seconded. Andy abstained. **Motion passed.** Joan noted that a few other restaurants are working on pedlets.

Tourism: Joan reported that it is \$200 to join Tourism. Sheila motioned to approve the BID's membership in the Tourism Alliance for \$200 per year. Jason seconded. **Motion passed unanimously.**

Traffic Signal Box: Joan reported that the TSB in front of the Milwaukee Depot on River Dr will be done at the same time as the one on Central & 5th.

Downtown Safety Alliance: Joan reported that the next Business Watch is May 8th.

Johnson Hotel: Joan reported that a homeless man moved into the building so the back door code has been changed; the front door is open during normal business hours. The BID is responsible for hanging No Trespassing signs on the back of the building. Joan reported that the sale continues to move forward; the buyer has said he sees no issue with the closure date. The Board instructed Joan to inform the tenants that the building has been sold, as of July, and provide the contact information for the new owner. It was noted that all of the rental agreements are month-to-month.

Parking Commission: Joan reported the Parking Commission continues to work through their strategic planning process.

Personnel: Joan informed the board of several dates in May she'll be out of the office; May 3rd to May 8th and again May 16th to the 18th. The board was reminded the July board meeting has been changed to July 19th due to Joan's vacation plans in early July. She added that she is still trying to hire a second part-time seasonal Community Resource Ambassador.

Work Plan 2019: Joan provided the Board with a very rough draft of the work plan for FY 19; "Sale of the Business Improvement Districts real property ownership interest in the Johnson Condo association located at 417 Central Ave." will be added. No other additions or deletions were suggested. The Work Plan for FY2019 must be adopted at the May meeting.

IX. **New Business:** Joan provided the Board with the copy of an article in the national publication, Institute of Transportation Engineers Journal. The article is titled, "Placemaking through a Traffic Signal Box Art Project: Effect of Artist Wrap to Cabinet Temperature" It is an article about the TSB project in Great Falls.

Joan reported that she nominated Downtown Great Falls for the America's Main Street program. She asked all board members to vote one time daily per IP address. Sheila requested that a daily email be sent out with the link to make voting easier. If Great Falls is a finalist and wins the program it will bring \$25K to Great Falls; Joan noted she'd like to see the pedlet program continue/expanded and additional art projects.

X. **Public Comment:** No public comment currently.

XI. **Adjournment:** Meeting adjourned at 11:11am.

Andy Ferrin, Chair

Joan Redeen, Staff

Date: _____

Date: _____