

**Minutes**  
**Business Improvement District**  
**September 8, 2011**

Board Present: Stacey Schaefer, Julie Duffy, Steve Alley, Hayley Leray, Garry Hackett  
Board Absent: Doug Lorello, Andrew Ferrin  
Staff Present: Joan Redeen, Angela James  
Guests Present: Alison Fried, Wendy Thomas, Martin Fleck

I. **Call to order:** Stacey called the meeting to order at 9:00am.

II. **Guests:** Wendy Thomas, with the City, was present to discuss the Board's request to proceed forward with the 2009 CTEP project. She provided the Board with a copy of the Goals, Objectives and Strategies from the Downtown Master Plan. She pointed out that one key focal area is a streetscape policy. She also provided the Board with a sample streetscape policy from the City of Westbend. She noted that Planning & Community Development has set aside funding to work on a streetscape policy once the plan is approved. She noted that the City would appreciate it if the BID Board would be willing to wait on the 2009 CTEP project until a streetscape policy is adopted so that the project and future projects are unified. Hayley inquired if there is any time limitation on the CTEP funding. Wendy noted that there is no time limitation. Alison inquired about surveying and costs related to that. Joan noted that a survey will need to be completed of all of the eight block portions that the BID wishes to pursue improving. A survey of the area approved would be covered by the CTEP but any additional surveying would not, yet if we were to survey the entire eight block portions it would be much cheaper than one at a time. Alison inquired about the status of any new CTEP funding. Wendy noted that the City has not requested any at the state level. The City is also considering using CTEP funding for a consultant to look at the one-ways. Garry inquired about how long a delay the City was requesting on this specific project. Wendy noted that it will be at least one year before design recommendations for downtown could be established. Garry motioned that the BID wait until the Master Plan is finished to discuss the implementation of the 2009 CTEP project again. Hayley seconded. **Motion passed unanimously.** Garry noted that he'd like the City to join the Board again in the future and provide an update and schedule of when the BID can move forward.

Wendy provided the Board with an update on the Rocky Mountain Building. High Plains Architects will be delivering a draft of the feasibility study this week. The board is working on putting together a fundraising campaign. They now have two 501(c)3's with one set up just for the building. They will be working on removing the window frames and boarding up the windows in October.

III. **Approval of minutes from 8-11-11 meeting:** Julie motioned to approve the minutes from the 8/11/11 meeting. Garry seconded. **Motion passed unanimously.**

IV. **Financials:** July financials were not prepared as the bank reconciliation had not been completed yet. Garry inquired about being briefed on the financials. Julie noted that could be taken care of. Julie reported that a transfer needs to be made; the Board instructed Joan to transfer \$20K from the money market account to checking. Joan reported to the Board that the auditor was in the office last week and has completed that portion of the audit. She noted that she needs to complete the audit paperwork, submit it to him and he will contact Julie & Stacey to set up his final meeting. Joan noted that the audit might be finalized by the October board meeting.

V. **Grant Programs:** Joan noted that the following grant was submitted, and was approved by the Board via e-mail: Michael Dailey Photography in Times Square, Business Incentive for \$250. Steve motioned to approve the grant as previously presented. Hayley seconded. **Motion passed unanimously.**

Discussion followed on Garry Hackett's residential grant request. Garry informed the Board of his sources for funding for the project, the phases of the project and the potential income. The Board

asked Garry to put that information in writing as well as the square footage to be complete with each phase.

Discussion followed on changing the BID's current grant programs; the Board decided to hold a work session to address this topic. Joan will schedule the work session.

## VI. Old Business:

**Beautification:** Downtown Sound System: Joan reported that she is still working on this and hopes to have estimates by the October board meeting so the Board can make a decision.

**Graffiti:** Joan reported that she is still working on this.

**Traffic Signal Box Project:** Joan reported that this year's TSB project is complete. The artist reception was held last Friday and it was well-attended with well over 100 people.

**Community Ambassador:** Joan introduced the Board to Angela James who replaced Justin.

**Flower Pots:** Joan reported that My Viola provided a sample of what they'd create for us for the rock planters. This sample is four feet high and made up of natural and permanent twigs and will be set in concrete. They would be put out when the flowers come out, probably sometime in October and stay out until the artificial trees go out at Thanksgiving. They would be put back out in January when the artificial trees come out and remain in place until the flowers go out again in late May or early June. The cost ranges from \$650 up to \$1,380 depending on what the Board decides to do.

The Board instructed Joan to clarify a couple of items but everyone present liked the sample.

Joan inquired with the Board about selling the Downtown logo T-shirts. Many folks have expressed interest in purchasing the T-shirts but Joan noted that she'd like to do different colors so that royal blue remains the Ambassador colors. The Board instructed Joan to move forward and get some shirts to sell.

Joan informed the Board that she is still waiting on Williamson Fencing to begin working on the fence enclosure for the Cat. Alison had informed Joan that freight is coming in for Dragonfly and space is getting tight so another space may be needed if the enclosure is not installed soon.

**Chamber of Commerce:** Joan reminded the Board that last month Steve with the Chamber was present and had advised the Board about their Low-Cost Air Carrier Initiative. As of last month the Chamber was hoping to reach \$400K in pledges and had \$385K at that time. Alison reminded everyone that the TBID has pledged \$100K and has noted that their funding should be used before anyone else's funding is utilized. Steve motioned that the BID pledge \$5,000 to the Chamber's Low-Cost Air Carrier Initiative. Garry seconded. **Motion passed unanimously.**

**Downtown Action Alliance:** Alison reported that the DAA has been well attended. They are holding an additional meeting on Monday, 9/12 at 3:30pm to discuss the Master Plan. The plan will be presented to the Planning Board on Tuesday the 13<sup>th</sup> at 3pm. Discussion at the DAA has included the Airport and the Low-Cost Air Carrier Initiative, the Rocky Mountain Building, downtown safety and the Montana Main Street program.

**Downtown Great Falls Association:** Marketing: Joan noted that a DGFA board member was supposed to be present to discuss marketing. The Board decided to table the discussion until a DGFA board member is present. Joan noted that the BID has spent \$16,001 to date of the \$20K the Board authorized on 9/2/10.

Joan informed the Board that Martin Fleck is the new Community Relations Director for DGFA.

Joan reminded the Board that the final Alive @ 5 is tomorrow evening with their grand finale of the Alive @ Night as well.

**Downtown Master Plan:** Joan informed the Board that the draft of the Master Plan is available on the City's website. She reminded the Board of the meeting taking place at NeighborWorks on Monday, 9/12 at 3:30pm to go over the entire Master Plan. The City is encouraging the public to attend the Planning Board meeting on Tuesday, 9/13 at 3pm in the Commission Chambers. The Board instructed Joan to send a letter to the City in support of the Master Plan.

**Downtown Safety:** Joan informed the Board that the next Business Watch meeting will be held on Tuesday September 13<sup>th</sup> at 5:30pm and the topic is Disaster Preparedness and NeighborWorks is sponsoring it. The November meeting will be on Code Enforcement and a sponsor is needed. The

Safety Committee continues to meet and is working on a Downtown Safety Plan to coincide with the implementation of the Master Plan.

**Great Falls Development Authority:** Joan reported the Brand Alliance met Tuesday evening with the folks from TN. They are in town this week conducting focus Groups and one-on-one meetings.

**Insurance:** Joan reported that she is still working on getting insurance quotes and expects to have a few so a decision can be made at the October board meeting.

**Johnson Hotel:** Joan noted that we had a plugged sink but Mike was able to take care of it for us.

**Parking Commission:** Joan attended the August Parking Commission meeting and is planning on attending the September meeting as well. The Parking Commission had the results of their survey inquiring about the Universal Parking Pass. They also were preparing a RFP for a structural analysis of the North parking garage. Upon approval of the Master Plan they will also move forward on a RFP for a parking study.

**TIF Funds:** Joan reported that she sent a letter to the City on 6/21 and a second letter on 8/31 inquiring about the status of the TIF funds from 2009. No response has been received yet, she will follow up before the next Board meeting.

**Work Plan:** Joan noted that she continues to follow the work plan.

VII. **New Business:** No new business to present to the Board at this time.

VIII. **Public Comment:** There was no public comment.

IX. **Adjournment:** Steve motioned to adjourn the meeting at 11:10am. Garry seconded. **Motion passed unanimously.**

Stacey Schaefer, Chair

Joan Redeen, Staff

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