

Business Improvement District
318 Central Avenue
Via ZOOM – Recording available via the City of Great Falls records request
December 10, 2020

Board Present in office: Jason Kunz
Board Present via Zoom: Trista Besich, Alison Fried, Sherrie Arey, Neal DuBois, Karen Reiff
Board Absent: Max Grebe
Staff Present: Joan Redeen
Guests: Christian Leinhauser, Jolene Schalper, Jason Madill

- I. **Call to order & Roll Call:** Jason called the meeting to order at 9:02am; roll call of all present, a quorum was established.
- II. **Guests:** Jason Madill reported that he dropped off a package of expenses and receipts for his façade grant, he is ready for the Board to consider payment of this grant. Joan added that she forwarded Jason's emails to the Board this morning, that included over 350 photos. She noted that his grant was up for review today, the Board now has a great deal of information they can review and then it can be discussed if there are questions.
- III. **BID Board: Conflict of Interest:** No board members expressed a conflict of interest, at this time.
- IV. **Approval of minutes from 11-12-20 Board meeting:** Sherrie motioned to approve the meeting minutes from the 11/12/20 Board meeting, as presented. Alison seconded. **Motion passed unanimously.** Jason Madill informed the Board that when he clicks on meeting minutes on the website, he receives an error; Jason Kunz will look into this as Joan is posting them monthly.
- V. **Financials:**
Monthly Financials: There were no financials at this time; October & November bank statements are ready, and Trista is due in to do the bank recs.
Joan reported that the City is sending \$119K for BID assessments this week; current bank balance is \$1,500. Discussion followed on our BID assessments; it was noted that in July the BID only received \$65K. Property owners that received PPP loans had to have their property taxes current. In comparison, last year the BID received \$103K in January 2020, the November 2019 assessments.
Joan provided the BID Budget versus Actual as of 12/10/20; she reminded the Board that she provides this report every month, so the Board is kept informed of where we are in regard to budget versus actual.
- VI. **Grant Program Committee:**
The grant schedule for FY 2021 was provided to the board via email. Current approved grants remaining to be paid out total \$296,160.00.
It was noted that there is a payout request that was forwarded to the Board for the façade for the tower for 410 Central Ave, the maximum total payout is \$61,250. The Board needs to review and advise.
Joan reported that Ty Rollins, the developer/owner of The Gibson, responded to the BID's request for an update on his grants. The email response was forwarded to the Board. Discussion followed on standard extensions on his grants. Ty has noted that he estimates his project will be complete by March 2022. The interior grants could be extended in six-month increments, putting these grants out to June 2021; façade grants can be extended in one-year increments, putting his façade grant to December 2021. The Board agreed with approving these extensions, the grant schedule will be updated accordingly.
Big Sky Select is due for an update on their Residential Grant, Joan will send a letter requesting an update. The Board is aware that this project has been progressing, installation of countertops has been occurring in recent weeks. They will be due for an update on their façade grant next month.
Joan updated the Board on the property owner survey responses. Based on the responses, the number one priority for our property owners is Grant Programs – the number one grant program was Façade, number two Interior, number three Sidewalk, and number four Business Incentive Grant. She added that the Grant Program Committee met and is recommending to the Board that when the Board chooses to

bring back grant programs, they recommend bringing back the Interior Grant program with a maximum of \$5,000 and the Business Incentive Grant with a maximum of \$2,500. The Façade grant program will potentially be incorporated into the proposed TIF programs, as well as potentially a Crime Prevention through Environmental Design (CPTED) program and a program for Code Compliance. These programs would be under the umbrella of TIF and not come out of the BID budget. Joan will inquire with the City about Sidewalk funding via TIF. The Grant Committee's recommendation is to bring back the grant programs on July 1, 2021 depending upon the Grant Schedule and the amount still remaining on the schedule or during the budget process for FY 2022 this coming spring the Board budgets a set amount for grant programs – whether that be per program or a total for grants. The Board noted that they feel the Grant Program Committee is on the right track; Joan will draft the two grant programs for the Board's review. During the budget process this spring grants will be considered; there is no guarantee that the programs will be returning but the Board will continue to review. Alison also noted that some of the current façade grants we have on the schedule could potentially be removed from our grant schedule if they transition over to the new TIF programs. Joan did note that her hope/goal is to have the TIF programs and the BID grant programs all come into effect July 1, 2021. Jason Madill noted that this was the first he's heard of TIF programs, he inquired about the balance of the TIF fund. Joan reported that she and Kellie are who are working on the programs and presenting them to the City. The recommendation that Kellie and Joan are making that there be a maximum annually for the programs, but no dollar figures have been recommended on those maximums. She added that she is meeting today with City staff to discuss the programs; the programs that are being presented to the City have been modeled after Missoula's programs. The City will also be sending this to their TIF legal advisor for review. Discussion followed on the current annual increment from the TIF fund and funds that are already committed for other projects like the Civic Center façade. Joan will begin to revise the Interior and Business Incentive Grant programs and will send those drafts out to the Board as a whole for their review.

Joan shared the survey results; we are currently at 42.45% return rate. We have doubled our returns since last month. Number one is Grant Programs, two is Tree Trimming, three is Trash Removal, four is Business Recruitment, five is Graffiti Removal, six is Summer Flowers, seven is Holiday Décor, eight is Snow Removal, nine is Public Art, ten is Banners, eleven is Sound System, and twelve is Safety.

VII. **Old Business:**

Beautification: ArtsFest MONTANA 2021: Joan reported that she met with Cameron and they will send us a proposal for review prior to our January board meeting. ArtsFest MONTANA 2021 will run from August 11th to the 21st. Cameron will be presenting another workshop and artists will be invited to participate.

Holiday Décor: Holiday décor has been installed; Jonas has been paid for installation. Removal will take place in early January, weather permitting. Another invoice will be received for removal.

Banners: Joan reported that she is working with Jason Kunz on creation of new banners. Some new holiday banners were purchased because we had some that needed to be replaced.

Pedlet: Joan reminded the Board of the discussion from last month in regard to Mighty Mo's pedlet. In response to Max's question from last month, she noted that the BID has paid annually for installation and removal of the pedlet, the City has provided space to store it free of charge. Neal motioned to give Mighty Mo sole ownership of their pedlet. Trista seconded. **Motion passed unanimously.**

Downtown Great Falls Association: Joan reported that Kellie drew the winners for the Stroll button, all winners have been notified. They are putting some grant funds toward a Shop Local campaign on KRTV and radio stations. They will be mailing out their 2021 invoices for membership and if paid prior to March there is a discount. Joan reported that Kellie has been busy selling downtown gift certificates.

Downtown Partnership: TIF Programs: Joan reported on this item above under Grant Program Committee.

Wayfinding: Joan reported that the Wayfinding Plan is complete. The next step is to go before City Commission for formal adoption of the plan, it is estimated that will happen on 1/19/21. She added that the goal is full implementation in 2021. She noted that she has submitted a grant application on 11/30 to the Montana Tourism and another grant to the Montana Main Street program on 12/8. Downtown TIF funding will also be utilized for implementation. She added that the DDP meets next week Wednesday, one week early due to the holidays.

Downtown Safety Alliance: Joan reported the Safety Alliance will resume meeting on 1/5/21.

Great Falls Development Authority: Christian reported that he is wrapping up the first calendar year of the partnership with the BID. He noted that the Business Development downtown has four main areas: Business Retention & Expansion, they can do a SWOT analysis with business owners; Business Attraction, filling spaces with new businesses and attracting new businesses; Project Pipeline, helping to make sure that announced and planned projects happen; and Content Creation, creating meaningful content that helps existing businesses and attracts businesses downtown. He noted that they are not claiming to be the sole reason that any of these businesses start, grow, or expand but they do play a role in that. Last month, they conducted 11 BRE visits; in the past calendar year they have conducted 87 BRE visits. In regard to business attraction, in the last month they've had one new business open; in the past calendar year they've had 14 new businesses open; they are targeting 56 businesses and developers that are not in Great Falls and they feel will be a great fit. In regard to their project pipeline, they have 35 projects in the pipeline. Some of the projects the Board is aware of, like The Gibson. In regard to content creation, they have the microvisioning as well as the virtual Invest Downtown that occurred in October and all of the Barbara Wold series. Jolene added that these are industry standards and best practices in the Economic Development industry, and in harmony with Main Street economic development points. Jolene thanked the Board for the partnership, noting that GFDA is able to have a focus on downtown because of the partnership.

Joan informed Christian that he will be responsible for business opening and closing on the quarterly main street statistics.

Joan noted that the Board had expressed interest in discussing the Professional Services Agreement with GFDA; Max had recommended that a committee be established to review and advise to the rest of the Board. Joan asked if anyone wished to serve on that committee. Neal and Jason Kunz noted that they would be willing to serve on that committee. Joan will email the PSA to them and schedule a meeting.

Parking Commission: Joan reported that the City sent out an RFP for managing the parking program, Joan served on the scoring committee. Four companies submitted; based on the scoring SP+ and LAZ were the two finalists, with a one-point difference between the two. Interviews were conducted with those two companies. The City ultimately has decided to stick with SP+. She noted that she does not know the timeline of installation of the pay stations, but that is moving forward.

Personnel: Joan reported that she is taking vacation from December 24th to January 4th. She added that her 12-year anniversary working for the BID is January 5, 2021.

Work Plan - FY 2021: Joan acknowledged that the Work Plan, as always, continues to be worked.

- VIII. **New Business**: Joan reported that the Alliance for Youth has requested to be able to hang coats downtown. Joan reminded the Board of someone hanging mittens and scarves a few years back. The Board recommended that this be done in Gibson Park; Joan will refer Alliance for Youth to the City.
- IX. **Public Comment**: No public comment, at this time.
- X. **Adjournment**: Meeting adjourned at 9:51am.

Jason Kunz, Vice-Chair

Joan Redeen, Staff

Date: _____

Date: _____