

Business Improvement District
318 Central Avenue
Via ZOOM – Recording available via the City of Great Falls records request
January 14, 2021

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

- I. **Call to order & Roll Call:** Jason Kunz called the meeting to order at 9:06am; roll call of all present, a quorum was established. Jason Kunz noted that he emailed the Board regarding personnel and requested that all review the email and respond.
- II. **Guests:** No guests wished to address the Board at this time.
- III. **BID Board: Conflict of Interest:** No board members expressed a conflict of interest, at this time. Joan asked that the Board submit their Conflict of Interest forms for 2021, the City requires this annually. The form has been emailed to the Board.
- IV. **Approval of minutes from 12-10-20 Board meeting:** Trista motioned to approve the meeting minutes from the 12/10/20 Board meeting, as presented. Karen seconded. **Motion passed unanimously.**
- V. **Financials:**
Monthly Financials: The Board received the October, November & December financials via e-mail. There being no further discussion on the financials, Sherrie motioned to approve the 10/31/20, 11/30/20 & 12/31/20 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Trista seconded. **Motion passed unanimously.**
Joan provided the BID Budget versus Actual as of 1/14/21; she reminded the Board that she provides this report every month, so the Board is kept informed of where we are regarding budget versus actual.
- VI. **Grant Program Committee:**
Joan reported that drafts of the updated/proposed Business Incentive Grant and the Interior Grant programs were emailed to the Board so they can begin to review. Review and final decision will need to be made before we commence budgeting for FY22, as these programs will impact our budgeting process.
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.
Joan reminded the Board that Jason Madill submitted for final payout on his façade grant on the Tower portion at 410 Central Ave. She added that she'd like to figure out how best to pay out this grant, as no Board members have inquired with additional questions or opposition to paying out this grant. Trista motioned to approve payout of this grant in five equal payments of \$12,000 per month for five months, beginning January 2021 with the option that if BID cash reserves be adequate the BID could pay this out earlier. Sherrie seconded. **Motion passed unanimously.**
Joan updated the Board on the grants with Big Sky Selects; based on their response to our update request they are expecting to be done with the project in March or April. The Board recommending moving out the Residential and Façade grants to April, so all Big Sky Selects grants will be up for review in April.
- VII. **Old Business:**
Beautification: ArtsFest MONTANA 2021: Joan reported that she is expecting a proposal from Cameron anytime. Jason Kunz noted that they are looking for five to seven scissor lifts, he inquired if anyone has connections to lifts that could be donated that would be appreciated. ArtsFest MONTANA 2021 will run from August 11th to the 21st.

Banners: Joan reported that she is working with Jason Kunz on creation of new banners. Holiday banners are still out but Cat Graphics is tasked with removing them; the BID will receive the invoice. Holiday Décor: Holiday décor has been removed. Jason Kunz inquired about putting additional lights on trees; Joan noted that would be something we can address when budgeting for FY22. We would need additional lights, as well as budgeting for installation of same. Jason Kunz recommended that the BID solicit for bids for installation, to see what the competitive rates are.

Downtown Great Falls Association: Joan reported that invoices for membership dues for 2021 have been sent out to all members. BID Board members are encouraged to be members if they are not already.

Downtown Partnership: TIF Programs: Joan reported that she and Kellie are still working on drafting these proposed programs that would include CPTED, Façade and Code Compliance.

TIF Application for Tree Work: Joan reported that this has become her priority, she is working on the TIF application for tree trimming and replacement.

Wayfinding: Joan reported that the City sent a draft MOU that would be between the City and the DDP; the draft is recommending that the DDP own all of the signs for the first life cycle of the signs, a 7–10-year time period. The conversation with the City continues; the DDP is researching what insurance might cost as well as how the DDP can justify owning all the signs when not all the signs direct to downtown. Joan is still hopeful that the Plan will be presented to the City Commission in February for approval, but it will not go before City Commission without the MOU.

Downtown Safety Alliance: Joan reported that the Coins for a Cause collections for 2020 totaled \$345.69; a presentation is usually done in February or March but a recipient for 2020 has yet to be determined. The Safety Alliance resumed their monthly meetings on 1/5/21.

Great Falls Development Authority: Christian reported that he focuses on four main areas: Business Retention & Expansion (BRE); Business Attraction; Project Pipeline; and Content Creation. In 2020, they conducted 87 BRE visits; they are currently goal setting for 2021 and he will share those goals with the Board next month. Business attraction, one new business opened this month, The Refinery which is located on 5th St South, a new salon. They are targeting 56 businesses and developers that are not in Great Falls and they feel will be a great fit. They have two meetings this month with large mixed-use multi-family development developers, to see if they can get them interested in doing an infill project downtown. Regarding their project pipeline, they have 35 projects in the pipeline. Finally, regarding content creation, they are partnering with Barbara Wold again, she will be doing some one-on-one consultations. They have new website content coming to the Downtown page. Ignite 2021 is next week, a virtual event highlighting some Downtown businesses and some announcements. They are currently goal setting for this year, they will be working with the BID on setting those goals and will provide details on that next month.

Joan informed the Board that the committee, Jason Kunz, Neal, Jolene and Joan met yesterday and will be meeting once a month for a time. Neal is reviewing the PSA; it will need to be approved by the BID no later than the May Board meeting, at the latest. She added that Board members who are wondering what Christian is doing need to listen to his report at our Board meeting or review the meeting minutes. She added that Christian is really doing a great job, he is working on building relationships and does a great job at that. Christian noted that he will email his report to the Board prior to the Board meeting in the future.

Parking Commission: Joan reported that the City is still moving forward on the pay stations; but she does not know when they are estimated to go out. There is still one opening on the Commission.

Personnel: Joan reported that her 12-year anniversary working for the BID was last week, January 5, 2021. Jason Kunz sent out an email to the Board, he requested that all Board members review the email and respond.

Property Owner Survey – Final results: Joan shared the final survey results; we are currently at 43.88% return rate. Out of 139 surveys mailed out, we had 61 property owners respond. Number one is Tree Trimming, two is Grant Programs, three is Trash Removal, four is Graffiti Removal, five is

Business Recruitment, six is Summer Flowers, seven is Holiday Décor, eight is Snow Removal, nine is Public Art, ten is Banners, eleven is Safety, and twelve is Sound System.

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

VIII. **New Business:** Joan reported that Sheila Rice has been working on creating an event called SAM (Sports/Arts/Music) Fest. She has been holding monthly meetings to plan. She asked DGFA if they would be willing to serve as their fiscal agent; this would mean that Joan is taking care of this. Joan also reminded Sheila that DGFA is a 501c6 so individuals making donations might have an issue. The Board expressed hesitations; they recommended the River's Edge Trail Foundation or the Lewis & Clark Foundation. Joan noted that she has reservations since the event is a new event, and a multi-day event so there are a lot of unknowns. Jason suggested that Sheila investigate when Wake Fest is being held. Joan added that she and Kellie are meeting with Sheila today to discuss.

IX. **Public Comment:** No public comment, currently.

X. **Adjournment:** Meeting adjourned at 9:40am.

Jason Kunz, Vice-Chair

Joan Redeen, Staff

Date: _____

Date: _____