

Business Improvement District
318 Central Avenue
Hybrid In-Person and via ZOOM
Recording available via the City of Great Falls records request
June 10, 2021

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

- I. **Call to order & Roll Call:** Jason called the meeting to order at 9:05am; roll call of all present, a quorum was established.
- 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.
Nominating Committee: Alison reported that the Nominating Committee's proposed slate is Jason Kunz for Chair, Neal DuBois for Vice Chair, and Trista Besich for Treasurer. Alison motioned to approve the slate of officers as recommended. Sherrie seconded. **Motion passed unanimously.**

Max arrived at 9:08am and assumed duties as Chair of the meeting.

Joan reported that the City advertised for the BID Board opening that Alison is eligible to be reappointed to, the deadline for application was June 2nd and no one applied. Jason recommended reappointment of Alison Fried to serve one four-year term to the BID Board. Neal seconded. **Motion passed unanimously.**

- IV. **Approval of minutes from 4-22-21 Board Work Session & 5/13/21 Board meeting:** Alison motioned to approve the meeting minutes from the 4/22/21 Board Work Session and from the 5/13/21 Board meeting, as presented. Jason seconded. **Motion passed unanimously.**
- V. **Financials:**
Budget – FY 2022 – Joan reported that the Board received the draft budget for FY 2022 via email. Sherrie inquired about how NWGF can provide the BID's annual donation to the Urban Art Project for \$2,000 for this upcoming fiscal year, noting that the BID has not budgeted for donations. Joan noted that the Urban Art Project (UAP) is budgeted for as we act as their fiscal agent, so NWGF donation will be deposited to the BID account for the UAP. Joan reminded the Board that the BID will need to plan to make the \$2,000 donation again in future fiscal years, as the BID has done since the inception of the program. Jason expressed his gratitude to the Board for their work on the budget. Jason motioned to approve the budget for fiscal year 2022, as presented. Neal seconded. **Motion passed unanimously.**
Monthly Financials: The Board received the April & May financials via e-mail. There being no further discussion on the financials, Sherrie motioned to approve the 4/30/21 & 5/31/21 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Neal seconded. **Motion passed unanimously.**
Joan reported that we received a refund of \$25 from the insurance company for the coverage we'd held on the pedlet that Mighty Mo now officially owns as of May 1.
Budget vs Actual was presented to the Board, through June 10. Joan noted that at the end of the fiscal year and 6/30 she reviews any line items that were over budget; Grants were over budget as we budgeted

zero dollars for grants; the UAP was also not budgeted as we did not know we'd act as their fiscal agent when we adopted our budget; and payroll taxes are over budget, Joan need to look into this item to see why it is off; Taxes, Licenses & Fees is also over budget because we registered the BID truck for life. Payables will be run one final time on June 30th and there are two payroll runs between now and the end of the fiscal year. If DGFA owes anything to the BID for payroll that will also be deposited before 6/30.

VI. **Grant Programs:** The grant schedule for FY 2021 was presented to the board. Current approved grants remaining to be paid out total \$226,910.

The Gibson project is due for an update, a letter will be sent requesting an update on their interior grants with a deadline of response of July 7th. Their façade grant is not due for an update until December 2021. The Big Sky Select project had last reported they would be completed by June 1, a letter will be sent requesting an update on their interior, residential and façade grants with a deadline of response of July 7th.

Max inquired about how to pay them out, once a grant submits for payout; Joan noted the BID can decide how to handle that when it happens, but it can be agreed that payment is monthly until paid out in full.

VII. **Old Business:**

ArtsFest MONTANA 2021: Joan shared the sponsorship flyer for ArtsFest MONTANA sponsorships. A letter and flyer were sent to many businesses. She noted that the BID is committed to \$10K, NWGF has committed \$5K, additional sponsorships of \$1K from Renditions Music Services (\$500 of that is in-kind); \$1K from Mighty Mo; \$1K from MT Credit Union and \$500 from Church Harris. Our total in funding, at this time, is \$18,500. She added that Sletten is considering the sponsorship request. ArtsFest committee met yesterday, and Cameron is moving forward with his planning. Kellergeist notified us that their building is available for a mural. We have some local artists who are interested in working with Cameron. ArtsFest is scheduled to be held August 13-20. Jason inquired about any TIF funding for ArtsFest MONTANA 2022; he noted that he would like to see the focus be the 1st Ave N underpass. Joan informed the Board that Brett is the treasurer of the DDP, and he will be crafting the DDP's TIF application for FY2022; Brett has been informed that the underpass will be the focus for 2022. Cameron will be asked to provide a bid for the project this summer when he is in town. Joan asked the Board to send emails in support of the DDP's TIF application or attend the City Commission meeting and speak in favor of the application, when the time comes.

Beautification: Joan shared that some of her pet peeves are happening because there is no BID staff outside working; flyers on poles are illegal and appearing; and suckers on trees are all over many of the tree just to name a couple of the problems that BID staff have handled since 2012. Max inquired about the status of flowers; Joan noted that Kellie is working on it but is in the midst of Craft Beer Week and is on vacation next week. The BID will be providing some means to water flowers once the flowers are in place; Joan will either hire one staff person to water or contract with Tilleraas or another entity. Joan added that there isn't much point in getting flowers out in mid-July. Joan informed the Board that there is a volunteer group doing a community service project on Sunday July 11; they will be painting the tops of our trash enclosures as that has not been done since 2012. Sherrie noted that NWGF is holding their trolley tours this week in conjunction with NW Week; she is making sure they drive by and highlight the murals. Joan added that there have been several articles referencing the economic benefits of murals; one article noted a study was conducted that proved the arts helped communities bounce back faster after the Great Depression; the assumption is that communities that focus on the arts will have a faster economic recovery from the pandemic.

Downtown Great Falls Association: Joan reported that Craft Beer Week is happening now; tonight, is the Beer Olympics at MT Pints; tomorrow is the Golf Scramble; Saturday is the Brew Fest in the 200 block of Central Ave with almost 30 breweries coming. Night Mark is scheduled for June 24th. Brothel Tours are June 19th.

Downtown Office – Open House 5/20/21: The Downtown office hosted our Business After Hours with the Chamber on 5/20; it was very well attended and the food from Clark & Lewie’s and Enbar was fantastic.

Downtown Partnership: TIF Programs: Joan reported that the public hearing is scheduled at the City Commission for July 6th and assuming they pass the programs will go live on August 6th. She added that she had a conversation with the City in regard to the façade grants that are on the BID grant schedule for The Gibson and the Albrecht building; the City believes those projects would be eligible to apply. Joan reminded the Board of her advice to not rescind any grants until the property owners are approved from the City for the façade TIF funds. She added that GFDA is planning on holding trainings specific to these programs, teaching property owners how to utilize the programs and what steps they must take to get the funding. Those trainings will be held in June and July and recorded to be made available later. Sherrie inquired about BID Board members and their eligibility for these funds and the eligibility to still serve on the BID Board; Joan noted that this is TIF funding so BID Board members are eligible and are still able to serve on the BID Board. She added that these programs are for any property in the Downtown Urban Renewal boundaries.

TIF Application for Tree Work: Joan reported that she needs help in creation of the bidding documents; Max said he would be willing to assist. It was noted that the annual work will be less than \$25K.

Wayfinding: Joan reported that the project will be put out to bid next week; deadline for submission of the bids will be July 14th and work will need to be completed by November 14th. Joan asked the Board to formally make their commitment to the project for \$6,500. Max inquired how that amount was determined; Joan noted that is what DDP approved, and we are simply matching their contribution, it is also what we funded for the planning process. Alison motioned to approve the BID contribution of \$6,500 for Wayfinding Implementation to be funded in FY2022 via Special Projects. Jason seconded.

Motion passed unanimously. Discussion followed on who is authorized by the Board to sign the contracts for Wayfinding Implementation. Sherrie motioned that the Board Chair is authorized to sign any contracts for Wayfinding on behalf of the BID. Alison seconded. **Motion passed unanimously.**

Downtown Safety Alliance: Joan reported that the Safety Alliance continues to work on the new Safety Plan. The Safety Plan will be presented to the DDP for formal adoption and to the Great Falls PD for their endorsement. There are goals in the plan and recommended organizations to manage those goals. Discussion on what some of those goals are; bring back some educational component similar to our former Business Watch program; continue the Coins for a Cause program, etc. Joan added that NWGF held their Safety Panel Monday evening; the Crime Task Force held its first meeting Monday afternoon. Joan attended both; she noted that the Crime Task Force is simply in the educational/information gathering mode at this time. She noted that she believes attendance at the Citizen’s Academy with the GFPD, and the City 101 programs would be highly beneficial for community members.

Great Falls Development Authority: Joan reported that the updated draft of the PSA between GFDA and the BID was presented to the Board via email. She acknowledged that Neal did a lot of work on the document. The agreement calls for the BID to fund \$35K in equal installments over the course of the fiscal year; provide office space for the position; it also lists the BID’s primary goal is to fill vacant space within the BID area and the Downtown Business Development Officer position will also provide support to existing businesses. Sherrie motioned to approve the PSA, as presented. Neal seconded.

Motion passed unanimously. Christian’s report for May was provided to the Board via email. Jolene inquired if any Board members had any questions specific to the report. She noted that Christian is working remotely for the next several weeks and will also be serving his military duty. She noted that she and Christian are planning the educational 30-minute sessions on the TIF programs; they will be sending out postcards to all property owners within the Downtown Urban Renewal District boundaries. They are running these programs in conjunction with City staff. Jolene reported that Christian is working on some top leads; a local company purchased a large parcel downtown and they are working with them on what that vision will be, they do plan to re-develop the spot; they are working with a developer who is interested in implementing part of the downtown visioning; they are working on a

couple of new leads with businesses that want to be downtown. Alison inquired about the funding amounts for the TIF programs; Joan informed the Board that the total per parcel is \$80K every 15 years, \$50K for façade, \$25K for code compliance and \$5K for environmental safety with a total of \$500K of TIF funding going toward the three programs. It was noted that individuals can go through the current TIF application process if their project is extraordinary, and they could receive more funding than these programs call for.

Parking Commission: There was nothing new to report currently; Joan & Kellie did not attend the May Parking Commission meeting as it was the same night as the Downtown Office Open House and the June Parking Commission meeting has been cancelled. Discussion followed on the locations of the pay stations and how often they are not working.

Personnel: Joan reported that she is taking vacation August 1 to 8; she will be hosting a bike camp for individuals with special needs. She informed the Board that she is working in the office Tuesday, Wednesday and Thursday and working remotely Mondays & Fridays.

Work Plan – Draft FY 2022: Joan reported that the Board received the draft work plan for FY 2022 via email. Jason motioned to approve the work plan for fiscal year 2022, as presented. Sherrie seconded.

Motion passed unanimously.

VIII. **New Business:** Max inquired about the status of upcoming conferences; Joan reported that she submitted for her and Kellie to present at the International Downtown Association conference that is being held in October in Tampa Florida. There has been no notification if the presentation has been accepted.

Joan inquired about the status of the electric scooter company that is exploring coming to Great Falls; Jason attended the meeting Mayor Kelly hosted. Jason reported that the discussion was favorable, but no decisions have been made yet. He added that the scooter company requires a local entrepreneur to partner with. Discussion followed on previous conversations about bike rentals and the former blue bike program that NWGF did with one of their CLI groups several years back.

Joan informed the Board that the Urban Art Project is hosting their reception on Friday June 24th, in conjunction with the Night Market. She reminded the Board that an email received from Cortni Harant, the UAP organizer, was forwarded to the Board. The email thanked the BID for their support of the project and asked that the BID continue their financial commitment in future years.

IX. **Public Comment:** Sherrie reported that the Malmstrom Diversity and Inclusion committee is organizing an event that will be a celebration of freedom on Saturday June 19th from 1pm to 5pm in Gibson Park, in recognition of Juneteenth.

X. **Adjournment:** Meeting adjourned at 10:13am.

Max Grebe, Chair

Joan Redeen, Staff

Date: _____

Date: _____