

**Business Improvement District**  
**318 Central Avenue**  
**Hybrid In-Person and via ZOOM**  
**Recording available via the City of Great Falls records request**  
**October 14, 2021**

Board Present: Jason Kunz, Neal Dubois, Alison Fried  
Board Present via Zoom: Karen Reiff, Sherrie Arey  
Board Absent: Max Grebe  
Staff Present: Joan Redeen  
Guests: Christian Leinhauser  
Guests Present via Zoom: Jolene Schalper

- 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:** No guests wished to address the Board, at this time.
- III. **BID Board: Board Vacancy:** Joan reported that Trista Besich has formally resigned from the Board. The City is advertising the vacancy. The BID is currently without a treasurer. Joan noted that Sherrie has expressed interest in serving as the Treasurer.  
Conflict of Interest: No board members expressed a conflict of interest, at this time.
- IV. **Approval of minutes from 9-2-21 & 9-9-21 Board meetings:** Neal motioned to approve the meeting minutes from the 9/2/21 joint BID/DGFA meeting and the 9/9/21 BID Board meeting, as presented. Alison seconded. **Motion passed unanimously.**
- V. **Financials:**  
**Audit:** Joan provided those present with the final version of the audit; she noted that an electronic version has been submitted to the City, a hard copy needs to be delivered.  
**Monthly Financials:** There were no financials for the Board, bank rec's have not been completed since 7/31/21.  
The City Commission approved the BID's assessment resolution on 9/21, assessment income will be \$247,921.31.  
The Board was presented the Budget versus Actual year to date report. Joan noted that we have a \$60K invoice from MT Lines for Wayfinding.
- VI. **Grant Programs:** The grant schedule for FY 2022 was presented to the board. Current approved grants remaining to be paid out total \$216,910.  
Big Sky Select is being paid monthly, until paid off. Next month there will be discussion held on the grants for Kellergeist and December & January we will be discussing the grants for The Gibson.
- VII. **Old Business:**  
**Beautification:** Joan reported that holiday décor will be installed by Thanksgiving. Jason inquired about the lights on the trees; Joan noted that we have no extra lights and Jonas will be looking at trees that need lights loosened up. We budgeted \$10K for holiday décor; installation of the décor runs about \$6-7K, so Jonas has about \$3K to look at the lights on the trees.  
**Downtown Great Falls Association:** Joan reported that she emailed the Professional Services Agreement that the BID has with DGFA; this agreement was a 3-year agreement that launched in July 2019 and is due for renewal in July 2022. She noted that they are on a calendar year for their fiscal year,

and they are currently budgeting for 2022. It was noted that the agreement states that BID and DGFA pay half of the costs for everything in the office, rent, utilities, etc. Neal noted that the agreement states that it automatically renews for subsequent 36-month periods. The Board acknowledged that they confirm the agreement is still applicable and the BID Board has no intention to cancel the agreement at this time. He added that there is no need to re-write an agreement that has a clause to extend it. Discussion followed on DGFA's commitment to flowers this past summer and the fact that the BID did not budget for flowers for spring 2022. Joan added that if we install flowers in 2022, we will require staff to water them.

Joan reported that they are hosting Ghost Tours October 28, 29 & 30<sup>th</sup>, they are almost sold out. Military Appreciation Days are November 11-13. Ladies Night is being held November 18. The Parade of Lights is November 27<sup>th</sup>, and the Stroll is December 3<sup>rd</sup>. Board elections will take place in November, they have three openings on the Board.

**Downtown Partnership:** Tree Work: Joan reported that Doctor Lawn was awarded the contract and they have already commenced work.

Wayfinding: Joan reported that the City Commission will be deciding on the two TIF applications that were submitted to the City for implantation of the Wayfinding Plan at their meeting on Tuesday, October 19<sup>th</sup>. Joan asked that everyone submit public comment, in favor of the applications. She noted that a meeting was held with MDT yesterday and they continue to support the Plan. Fabrication is happening, that is what the \$60K invoice is for. If the City Commission approves the TIF applications, the entire Plan could be completed by the end of November.

**Downtown Safety Alliance:** Joan reported Safety Alliance continues to meet on the first Tuesday of every month. They submitted comments on the Crime Task Force recommendations.

**Great Falls Development Authority:** Christian provided his report to the Board, noting they had a fantastic September. He attended the IEDC conference in Nashville last week. Christian's report was provided to the Board via email. Christian reports on the four main areas he focuses on: Projects underway/pipeline; Business Retention & Expansion (BRE); Lead Generation/Business Attraction; and Tools to Drive Investment. He noted that they are currently working on 44 projects in their pipeline; 24 of those projects they have actively worked on in the last 30 days. They've added five new projects in the past month. For BRE visits, they are currently tracking 368 businesses; they've met with five in the past month. Lead Generation is also known as Business Attraction, making sure that our spaces downtown stay full; they are currently targeting 57 businesses; they've reached out to eight target meetings. They are pursuing over a dozen targets to attend Invest Downtown. Tools to drive investment, also content creation, include Invest Downtown. He noted that Invest Downtown 2021 is scheduled for October 28<sup>th</sup> from 10am to 12pm and is being held at The Newberry. This event will be offered in a hybrid mode. Registration for this is free and is open now, they currently have 49 registered. He noted that Alluvion is currently utilizing the Brownfields opportunities. He added that his attendance at IEDC solidified that he is doing what he should be doing and is working toward certification; he made some great Main Street contacts at the conference as well. Jolene noted that GFDA was pleased to be able to find the funding to take Christian to the IEDC and Downtown will benefit from the training Christian received. She added that her board continues to support downtown, the Board voted to fund a portion of the Rocky Mountain building project.

**International Downtown Association Conference:** Joan reported that she and Kellie will be attending the International Downtown Association next week in Tampa Florida. Joan added that she will be presenting on the Pedlet program at the conference. The DDP is funding the majority of Joan's attendance at this conference. She noted that she should be back in the office on Tuesday 10/27.

**Parking Commission:** Joan reported that the next Parking Commission meeting will be held while she and Kellie are in Tampa for the International Downtown Association conference.

**Personnel:** Joan reported that her house will close on 11/19 and she will drive away; she will remain remote through winter and plan to be back in Great Falls for the Board meeting when the weather permits. Discussion followed on where to hold Board meetings; Joan noted that the Board is able to

meet in the Downtown office or elsewhere as long as the location is published in the proper time frame. The Zoom option will continue, as Joan will be attending via Zoom.

**Work Plan – Draft FY 2022:** Joan reported that the Work Plan will serve as the guide for creation of a new job description for the next BID employee.

VIII. **New Business: Expansion:** Jason brought up the subject of expanding the BID; he noted that he has chatted with four different business owners in the 700 block of Central and they all wish to be included in the BID. Joan will reach out to the City to get the parcels that would be included in that area, the potential assessment for each of those parcels and the timeline the City will want things done by for the BID to have all of the information to consider the possibility of pursuing expansion.

IX. **Public Comment:** There was no public comment at this time.

X. **Adjournment:** Meeting adjourned at 9:50am.

Jason Kunz, Chair

Joan Redeen, Staff

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Date: \_\_\_\_\_

Date: \_\_\_\_\_