

**Business Improvement District**  
**318 Central Avenue**  
**Hybrid - In-Person and via ZOOM**  
**Recording available via the City of Great Falls records request**  
**February 9, 2023**

Board Present: Jason Kunz, Neal DuBois, Sherrie Arey, Karen Reiff, Michelle Houghton, Alison Fried,  
Board Present via Zoom: Max Grebe  
Staff Present: Kellie Pierce  
Staff Present via Zoom: Joan Redeen  
Guests: Christian Leinhauser, Joe McKenney

- 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/Public Comment:** There was no public comment at this time.
- III. **BID Board: Conflict of Interest:** No board members expressed a conflict of interest with any item on the agenda, at this time.  
**Board Member Terms:** Kellie reported that Jason Kunz, Neal Dubois, and Karen Reiff's terms on the Board are ending on 6/30/2023. All three board members are eligible to be appointed for another term. Jason and Neal acknowledged that they wish to serve another term; Karen noted that she will not be seeking another term.
- IV. **Approval of minutes from 1/12/23 Board meeting:** Neal motioned to approve the meeting minutes from the 1/2/23 Board meeting, as presented. Sherrie seconded. **Motion passed unanimously.**
- V. **Financials: Credit Card:** Kellie reported that she has applied for a credit card. Discussion followed on creation of a BID credit card policy and approval limits. Sherrie motioned that the BID Executive Director have a credit card for the organization. Neal seconded. **Motion passed unanimously.**  
**Budget:** Kellie reported that this is simply setting a committee meeting to start discussing the budget for FY2024. Joan noted that March or April the Board will have a draft and May or June will be the deadline by which it must be approved; the City provides those dates to the BID.  
**Monthly Financials:** There were no financials to review at this time. The monthly profit & loss versus budget was provided to the Board.

Max Grebe joined the Board meeting via Zoom at 9:16am.

- VI. **BID Business:**  
**Great Falls Development Authority:** Christian's report was provided to the Board via email. He reported that the entire 5<sup>th</sup> floor of the old Wells Fargo building has been renovated. He shared about another business he is working with that was hesitant due to parking; Christian recommended they check out the parking garage and now they are moving forward with their plans to relocate downtown. If they relocate downtown the old Wells Fargo building will be full. He met with a new restaurateur. He is working with the University of Providence on a Downtown Business and Building survey. Updating the information that was surveyed in 2012 there are students who will be conducting this survey. Christian is sending out information on C-PACE today; there will be two quotes he is receiving. He noted that GFDA is re-doing their website. Lastly, he noted that he is leaving on military duty for the next two months; he will be back mid-April.  
**Beautification: 1<sup>st</sup> Ave N Underpass:** Joan reported that this was added to the agenda so the Board could decide if they wish to pursue re-doing the mural and if so, figure out funding sources. Cameron provided an estimate of \$150K to install a new mural. She added that MDT is who owns the walls; she discussed the replacement of the mural with City staff and they've noted that they are working on re-

constructing the two stairwells on the southside; City staff also did not sound supportive of using TIF for this mural.

ArtsFest: Joan reported that the ArtsFest committee has been meeting. Sponsorship letters are being created; a request of sponsorship from the Chamber has been made so that a mailing can be done to their large mailing list. A press release was sent out seeking building owners who wish to be included; an email and letters will be sent to specific property owners who have buildings that have been identified that we'd like to include.

Alley Lighting Project: Joan reported that the contract for the alley lighting project contract with Cushing Terrell has been sent to the Board for their review. It was recommended that Neal sign the document, as Jason is a recipient of the services. Sherrie motioned that the Vice-Chair be authorized to sign the alley lighting contract. Alison seconded. **Motion passed unanimously.**

Sound System: Kellie reported that she has had difficulty connecting with the contractor Mike from AirNetix referred her to. She is going to reach out to some local contractors. It was noted that Great Falls is likely the only community in Montana that has a sound system.

**Downtown Great Falls Association:** Celeste shared the 2023 Calendar of Events. She reported they have been working on membership; they've gained 11 new members this year. They are pushing their marketing campaign; the plan is primarily focused on bringing people downtown. There will be online streaming, radio, and endorsements. A contract will be signed and it should start up next week. The first event will be the St. Patrick's Day parade on 3/17; Cruisin' the Drag on May 6<sup>th</sup>; and the Mimosa Showdown is 5/13. Craft Beer Week is in June, Night Markets dates are set and on the calendar.

**Downtown Partnership:** Downtown TIF District: Kellie reported that the TIF balance is approximately \$3.9M. The Life & Code Compliance TIF program is being revised, increasing the maximum amount of the grant from \$25K to \$75K; it still has the same match requirement.

C-PACE Program: Kellie noted that Christian already reported on this.

One-Way Conversions: Kellie reported that she was on a federal DOT conference call on grants; it was a good resource on how to find potential grants for funding. She is looking for speakers and ways to communicate with the community on why and how we want to do this. Discussion followed on who will make final decisions in regard to this possibility; will it be City Commission formal action or will it be up to MDT or will be both entities be involved. Joan noted that the rights-of-way that are being looked at are City rights-of-way; but MDT still needs to be involved through the process.

Main Street Grant – Wayfinding: Joan noted that there has been no word from Main Street on the grant application yet. Jason inquired if the static kiosks would have lights to be lit up at night; Joan noted that will be based upon funding available as we progress with the project.

**Downtown Safety Alliance:** Kellie reported that the DSA met this week; March will be a presentation on CPTED at the Chamber; April is No More Violence week April 5-11.

**Expansion:** Jason reported that expansion is moving forward. Kellie reported that the ballots were delivered to the City; three parcel owners responded, two voted no and one voted yes. It was over 65% in favor of expansion.

**Grant Programs:** Kellie reported that the Gibson Inn sent an update noting that May will be their opening date. It was noted that his grants total \$62,500; \$20K for interior and \$42,500 for façade. Alison motioned to push the Gibson Interior grants out six months. Sherrie seconded. **Motion passed unanimously.**

**Lamp Post:** Kellie reported that Hello Lamp Post does Wayfinding type things utilizing text messaging. There is no app to download. The data provided also shares who is using their system. She noted that this may be a potential item the Board may wish to budget to include.

**Montana Downtown Conference:** Kellie reported that the Montana Downtown Conference will be held October 18-20, 2023 here in Great Falls; noon on Wednesday through noon on Friday. She's asked The Newberry to pencil it in; they'd like to hold a keynote event there. She has the Dropbox information from the Billings conference.

**Parking Commission:** Kellie reported that the City Manager is discussing dissolving the PAC and setting up the DDP as the recommending body to the City in regard to Parking. Sherrie inquired about DDP Bylaws and if the City will appoint someone to the DDP Board for parking; these are unknowns at this time.

**Personnel:** Sherrie acknowledged that she is reviewing policies.

**Streetscape:** Kellie reported that a meeting is being set next week for all parties involved.

**Work Plan FY2023:** Kellie reported that she is working the Work Plan for FY 2023. Work Plan FY2024 is identical to the Budget in that it needs to be drafted, reviewed and formally approved by the Board on the same timeline as the budget.

VII. **New Business:** Alison inquired about the Rocky Mountain building construction and how long 6<sup>th</sup> Street will be blocked. Kellie will inquire.

Kellie reported that a great deal of graffiti was discovered last weekend; several buildings and trash dumpsters were tagged. She is working with GFPD; Alison will review her camera footage. It should be removed this weekend.

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

IX. **Adjournment:** Meeting adjourned at 10:00am.

Jason Kunz, Chair

Kellie Pierce, Staff

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

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