

Business Improvement District
318 Central Avenue
Hybrid - In-Person and via ZOOM
Recording available via the City of Great Falls records request
April 13, 2023

Board Present: Jason Kunz, Neal DuBois, Alison Fried, Karen Reiff
Board Present via Zoom: Sherrie Arey
Board Absent: Max Grebe, Michelle Houghton
Staff Present: Kellie Pierce
Guests: Celeste Constancio, Joe McKenney
Guests Present via Zoom: Jolene Schalper

- I. **Call to order & Roll Call:** Jason called the meeting to order at 9:16am; 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.
- IV. **BID Business:**
 - Beautification: 1st Ave N Underpass:** Kellie reported that this will remain on the agenda so the Board can discuss, as they wish.
 - ArtsFest:** Kellie reported that the ArtsFest committee met yesterday. Lodging is situated; budget is being reviewed; artists are lined up; working on getting property owner permission for walls.
 - Sound System:** Kellie reported that she has reached out to Central Technologies; there is something not correct with the system as residents are reporting it is dinging during the night.
 - Downtown Great Falls Association:** Celeste reported Cruisin' the Drag on May 6th. Craft Beer Week is from 6/5 to 6/10; vendor applications have been sent out. Night Markets and Farmer's Market will start in June. Mimosa Showdown is May 13th; about sixteen places are confirmed. Kellie noted that the Mimosa Showdown is a partnership with Great Falls Montana Tourism, most of the locations are downtown.
 - Downtown Partnership: Downtown TIF District:** Kellie reported that the TIF balance is approximately \$4.3M with quite a bit committed to projects. There have been a couple more applications for the programs; Roe River has applied.
 - C-PACE Program:** Kellie noted that Christian has been working on this while he has been on military duty.
 - One-Way Conversions:** Kellie reported that she would like to remove this from the BID agenda for now; with the wayfinding kiosks and the Downtown Conference coming up she'd like to move this to next year's work plan.
 - Wayfinding:** Kellie reported that matching funding for the Main Street grant is coming from DGFA \$2,500; Tourism \$2,500; DDP \$2,500; and the BID \$2,500. Tourism has requested a digital kiosk at the Visitor's Information Center. It is likely the \$60k that we have the kiosks will all be static, but she noted that she'd like to get an electronic kiosk downtown at some point, as well. Kellie added that the committee is Brad Eatherly, herself, and Tom Micuda. This grant does not have the timeline like former Main Street grants have had.
 - Parking Commission:** Kellie reported that Parking Commission is set to be brought under the fold of the DDP; they are working to create a committee and the City Commission approves the transition they will be ready.

Karen Reiff joined the Board meeting at 9:25am.

- V. **Approval of minutes from 3/9/23 Board meeting:** Neal motioned to approve the meeting minutes from the 3/9/23 Board meeting, as presented. Sherrie seconded. **Motion passed unanimously.**
- VI. **Financials: Credit Card:** Jason reported that they are working on a credit card policy.
Monthly Financials: The Board received the March financials via e-mail. There being no further discussion on the financials, Sherrie motioned to approve the 3/31/23 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Neal seconded. **Motion passed unanimously.**
Budget: Kellie presented the draft budget to the Board for FY2024, she noted that the deadline to submit the budget to the City is the day of the June Board meeting.
- IV. **Downtown Safety Alliance:** Kellie reported that the DSA continues to meet at NWGF on the first Tuesday of each month at 10am. No More Violence Week is this week, there are many events occurring.
Expansion: Kellie reported that there will be a meeting with the City Manager and City Finance on Thursday, April 19th, to figure out how to proceed forward. Alison shared that at the City Commission meeting on April 18th the expansion effort did not pass. It was noted that the Mason's spoke against expansion, they were one of the largest contributing parcels in the proposed expansion area and they don't conduct business in the building. Alison expressed concerns about building the BID boundaries around that parcel. It was noted that the process for expansion will need to begin again. Jason noted that the BID could explore increasing the BID assessments for increased income. Discussion followed on what Billings does with their safety overlay. Sherrie noted that the best thing that came out of the City Commission meeting is that the City Commission and the Masons acknowledged the good work that the BID does.
Grant Programs: Kellie reported that there is no action item for this meeting. She added that she believes The Gibson is on track to be finished in May.
Great Falls Development Authority: Jolene reported that if there is something needed in regard to The Gibson, she can help facilitate those conversations. Jason inquired if Ty would allow a mural to be installed during ArtsFest. She shared that the downtown businesses have been supported in Christian's absence; upon his return the University students will be providing an update on their survey process that should be wrapped up by the end of April. GFDA will be announcing the completion of the survey publicly with the University.
Lamp Post: Kellie has explored some other things to get price comparisons but there doesn't appear to be anything similar. Jason noted that he is fine with proceeding forward. Kellie added that just doing the murals will be \$8,500 for one year with a 6-week implementation process. Historical walking tours and events could be added, and the cost would be about \$13K annually. Jason requested contacts for testimonials for a few of the cities that use them to inquire what their customers think about working with them.
Montana Downtown Conference: Kellie reported that a keynote speaker is lined up; Jeff Siegler has a Facebook page called Revitalize or Die. The Montana Directors call gave some ideas for sessions. She is working on getting sponsorships, there are quite a few on board already.
Personnel: There was nothing new to report at this time.
Streetscape: Kellie reported that she hasn't heard anything from the City on the TIF application they will be submitting. In meeting with Sandy Thares, the agreement was that the construction would occur in her off season.
Work Plan FY2023: Kellie reported that she doesn't have an editable copy of the Work Plan for FY 2023. She will provide a draft for the Work Plan FY2024 in May.
- VII. **New Business:** Alison reported that they met about ArtsFest because there is no staff person who has done an ArtsFest before. She noted that the BID can't drop the ball because the artists are under contract, we will have the best artists we've ever had. This is the tipping point as it is the best group of artists. Jason shared that they are seeking walls. Alison added that we are seeking walls for the next five

years. She noted that it is \$1,000 for a building owner to participate plus the costs for prep work that may be needed. Joe inquired about how many walls would be needed per season and added that there is a finite number of walls available. Jason shared that it's been about 10-12 walls per year and eventually murals will be painted over, as they have a lifespan. Discussion followed on what the property owners' expectations are in regard to funding and lifespan of murals.

VIII. **Public Comment:** Jolene shared that there is some graffiti on a light pole near the post office and Davidson Companies.

IX. **Adjournment:** Meeting adjourned at 10:17am.

Jason Kunz, Chair

Kellie Pierce, Staff

Date: _____

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