

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

Board Present: Jason Kunz, Neal DuBois, Sherrie Arey, Michelle Houghton
Board Absent: Alison Fried, Keith Cron, Max Grebe
Staff Present: Kellie Pierce

- I. **Call to order & Roll Call:** Jason called the meeting to order at 9:07am; 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:** There were no Board members with a conflict of interest with any items on the agenda at this time.
- IV. **Approval of minutes from 10/12/23 Board meeting:** Michelle motioned to approve the meeting minutes from the 10/12/23 Board meeting, as presented. Sherrie seconded. **Motion passed unanimously.**
- V. **Financials: Budget Amendments:** Kellie reported that items to be considered for the additional funding the BID will be receiving are banners, Jason recommended that we create new banners that duplicate the wayfinding; the second item Kellie recommended is holiday décor; and lastly, she noted she'd like to see the BID implement a Clean Street Team. She noted that if the BID knows that we'll continue to have this infusion of funding annually we'd be able to sustain hiring some additional staffing. She has inquired with the other Downtown's in the state to see what they do. She reminded the Board that if the BID plans to spend the additional \$39K in this fiscal year, they will need to submit a budget amendment. Sherrie recommended that Kellie seek costs for each of these items and come to the Board with a proposal.
Monthly Financials: The Board received the October financials via email. There being no further discussion on the September financials, Neal motioned to approve the 10/31/23 financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison. Michelle seconded. **Motion passed unanimously.**
- VI. **BID Business:**
Beautification: Kellie reported that she will add Banners and Holiday Décor to the next agenda.
1st Ave N Underpass: Kellie inquired with the Board if this item could be removed; Jason noted that we should keep this item on the agenda even though he doesn't see anything happening with it this year. Kellie reported that Lindseth's have inquired how to connect their project with downtown.
ArtsFest: Kellie reported that Cameron has inquired about doing the same contract as last year but include the workshop this year. They are looking at August 17th to 24th or the 16th to 23rd. She noted that last year Cameron was paid \$50K. She added that we'd need to do the same thing on the lifts, and she hopes to get another Indigenous Artist grant. Sherrie noted that Emma at NWGF needs to be included in the Committee. Jason suggested designing a postcard that could be sent out to all property owners requesting building owners' participation. Kellie will set up a committee meeting. It was noted this will be the 6th Annual ArtsFest MONTANA in 2024.
Alley Lighting Project: Jason reported that he provided the specifications to a lighting firm. The fixtures alone came in about \$65K total, this information has been provided to Alan and Tony. If they shrink the linear footage, they may be able to fit it all in. It will be going back out to bid.

Downtown Great Falls Association: Kellie reported that DGFA is working on Military Appreciation Days, that start today; Ladies Night is next Thursday, with 29 participating businesses and some mobile boutiques; Parade of Lights and Small Business Saturday is 11/25; and the Christmas Stroll is 12/1.

Downtown Partnership: Downtown Lighting: Kellie reported that there is not a lot of movement on this yet; Christian is working on this.

Downtown TIF District: Kellie reported that the Oxford has been sold, so that TIF project that was approved will be cancelled. The TIF district is healthy.

Wayfinding - Kiosks: Kellie reported that are currently being manufactured; she is looking for the vector file with the original artwork, the vendor is awaiting the artwork.

Parking Commission: Kellie noted that the Parking Commission won't come back to regular meetings before January.

Downtown Safety Alliance: Kellie reported that the DSA met yesterday, they will be reviewing the Downtown Safety Plan and the matrix of accomplishments next month. Alluvion has announced that the Mobile Response Unit will no longer exist effective tomorrow.

Grant Programs: Kellie reported that there are no grants at this time.

Great Falls Development Alliance: Kellie reported that Christian's report was emailed to the Board, she added that he will not attend the next three BID Board meetings due to his military commitment, he plans to reach out individually to Board members in the next few months to check in. Kellie noted that the Board needs to approve the BID/GFDA agreement that we will continue to provide support for Christian's position; the BID is covering ¼, GFDA is covering ¼ and the TIF is covering the remaining. Sherrie motioned to approve the agreement between BID and GFDA. Neal seconded. **Motion passed unanimously.**

Hello Lamp Post: Kellie reported that she is working with them to get the second wave out, hoping to have it in place before Ladies Night. This is the portion through DGFA that will advertise events. It was noted that the stickers on the sidewalk will be a spring and summer time thing. Jason inquired about stats and usage; Kellie shared that there is a portal where the stats can be reviewed. She noted there have been 83 different conversations; 159 interactions; 75 different users. The wall on Dragonfly is the number one. She would like to see information on the new murals added.

Montana Downtown Conference: Kellie reported that they had about 80-100 attendees. A survey has been sent out for feedback. It will be hosted in Bozeman/Livingston in 2024. She noted that Jeff Seigler was an amazing keynote.

Personnel: Kellie reported that she has vacation that she needs to use; she will be looking to take some vacation after the Christmas Stroll.

Streetscape: Kellie reported that the City has said this will be scheduled for Fall 2024.

Work Plan FY2023: Kellie reported that she continues to work on the Work Plan for FY 2024.

VII. **New Business:** There was no new business at this time.

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

IX. **Adjournment:** Per MCA 2-3-203 at 9:50 Jason closed the public Board meeting for a closed session of the Board to discuss personnel. Public meeting was reopened at 9:59. Public meeting adjourned at 10:01am.

Jason Kunz, Chair

Kellie Pierce, Staff

Date: _____

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