

**Business Improvement District**  
**318 Central Avenue**  
**Hybrid - In-Person and via ZOOM**  
**Recording available via the City of Great Falls records request**  
**February 8, 2024**

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

- I. **Call to order & Roll Call:** Jason called the meeting to order at 9:03am; 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.  
**Board Vacancy-** Kellie noted that Michelle Houghton resigned from the board as of 1/5/2024, leaving a vacancy. The City posted the opening and received one application from Erica Ferrin, representing the Pennington Property, owned by Matthew Robb. Mr. Robb did send consent to have Erica represent his property. Sherrie motioned to recommend Erica Ferrin as a BID Board Member to fill the remaining term, Neal seconded. **Motion passed unanimously.**
- IV. **Approval of minutes from 1/11/2024 Board meeting:** Neal motioned to approve the meeting minutes from the 1/11/2024 Board meeting, as presented. Keith 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 registration for Leadership MT, Holiday Décor, and the addition of part-time staff. Discussion was had on what the staff person would be doing, including general maintenance items around the district boundaries, clean up efforts, etc. Kellie explained the breakdown of the expenses to include a total of \$39,727.54. Sherrie motioned to approve the budget amendment to include \$10,000 for Leadership MT expenses, \$8,000 for a part-time employee for this fiscal year, and the remaining 21,727.54 for holiday décor. Neal seconded. **Motion passed unanimously.**  
  
**Monthly Financials:** The Board did not receive financials, Kellie stated that since we have converted to Quickbooks Online there has been some delay in getting the books to reconcile. The board will receive December, January, and February financial statements which include the Balance Sheet, P&L, and the P&L/Budget comparison at the March meeting.
- VI. **BID Business:**  
**Beautification:**  
**1<sup>st</sup> Ave N Underpass:** Jason noted that we should keep this item on the agenda even though he doesn't see anything happening with it this year, we will have a discussion with Cameron Moberg when he is here for ArtsFest. Alison mentioned inquiring with the property owners on each of the four corners of the underpass about potential funding.  
**ArtsFest:** Kellie reported that the contract with Cameron was approved last month, and they are working on securing walls. The committee is meeting regularly to get plans underway.  
**Alley Lighting Project:** Kellie reported that she spoke with Tony Houtz and he apologized for dropping the ball, he is working on getting new bid requests ready to send back to the contractors and will be in touch.  
**Banners:** Scott Reasoner has inquired about hanging Voyagers banners downtown during the summer months. Kellie sent out the current banner policy for the board to review and send suggested edits. No edits were received, so conversation was had on what the policy should be. Sherrie suggested that we

leave the policy as is, and Kellie should have a conversation with Scott about the current proposal and come to an agreement, the board agreed.

Holiday Décor: Kellie reported on the holiday décor that she found. She received a quote from Holiday Outdoor Décor for 55 pieces to be mounted on the period lighting along Central, the quote was \$17,408.75. Sherrie motioned for Kellie to purchase the holiday décor, pending the approval of the budget amendment. Alison seconded – **Motion passed unanimously.**

**Downtown Great Falls Association:** Harley Severns was introduced as the new Event and Marketing Coordinator, as Celeste will be moving at the end of March. Celeste reported on Craft Beer Week planning and Mimosa Showdown planning. Celeste reported on website updates and the calendar of events.

**Downtown Partnership:** Downtown Lighting: Christian reported that Dan Reardon is still working on this and hopes to have a progress report for the February DDP meeting.

Downtown TIF District: Kellie reported that the TIF is still at about \$4.8M and continues to be healthy, no major TIF requests at this time, a potential application from the Big Dipper group.

Wayfinding - Kiosks: Kellie reported that the signs are being constructed, showed proofs of what a few of the signs will look like and is editing them this week.

Parking Commission: Kellie noted that the Parking Commission won't come back to regular meetings until the board vacancies are filled, she noted that she will serve as the BID ex-officio. Sherrie inquired on where to find the application.

**Downtown Safety Alliance:** Kellie reported that the DSA meets the first Tuesday of the month. This month there were concerns from business owners about harassment from groups regarding inclusivity of the LGBTQ community in their businesses and making people aware of the spread of hatefulness in the community.

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

**Great Falls Development Alliance:** Christian recapped his BDO report that was sent to the board in their packets. He stated the Fire Within nominations are open and the event will be April 18, 2024 at Haute Hive.

**Hello Lamp Post:** Kellie reported that she received the quote for contract renewal and felt it was a little high considering some of the glitches they ran into in getting the first contract fulfilled, she will go back to them and ask for a lower bid.

**National Main Street Conference:** Kellie reported that the conference will be held in Birmingham, AL May 6-8. Discussion was held on who will be attending, Jason and Alison expressed interest. Sherrie motioned to allow Kellie to use the BID Credit Card to pay for conference registrations and expenses. Neal seconded. **Motion passed unanimously.**

**Personnel:** Kellie reported that she has vacation planned Feb 21-28 and asked board members to pop in and check on things for her while she is away.

**Work Plan FY2024:** Kellie reported that she will update the work plan to reflect the budget amendment items.

VII. **New Business:** Kellie reported that the BID was approved for a \$50k line of credit through Stockman Bank, Jason and Sherrie will need to go sign documents.

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

IX. **Adjournment:** Meeting adjourned at 10:15

Jason Kunz, Chair

Kellie Pierce, Staff

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

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