

Business Improvement District
318 Central Avenue
Recording available via the City of Great Falls records request
June 13, 2024

Board Present: Jason Kunz, Neal DuBois, Alison Fried, Keith Cron, Max Grebe
Board Present via Zoom: Sherrie Arey
Board Absent: Erica Ferrin
Staff Present: Kellie Pierce
Guests Present: Jake Clark, Joe McKenney

- I. **Call to order & Roll Call:** Neal called the meeting to order at 9:05am; 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 Openings:** Kellie reported that Sherrie Arey and Erica Ferrin's terms both expire, and they have both expressed interest in continuing to serve. There remains one opening and that position has been posted, the deadline is June 20th.

Sherrie Arey joined the meeting at 9:08am

- IV. **Approval of minutes from 5/16/2024 Board meeting:** Neal motioned to approve the meeting minutes from the 5/16/2024 Board meeting, as presented. Keith seconded. **Motion passed unanimously.**
- V. **Financials: Budget FY 2025:** Kellie reported that the budget and work plan will be presented to the City for approval on July 16.
Monthly Financials: The Board received the May 2024 financials via email. There being no further discussion on the financials, Max motioned to approve the 5/31/24 financial statements which include the Balance Sheet and Profit & Loss. Neal seconded. **Motion passed unanimously.**
- VI. **BID Business:**
Beautification:
1st Ave N Underpass: Kellie reported that she had a conversation with Spark Architecture, they are going to work on renderings of lighting. They will do a 3D image of the entire underpass.
ArtsFest: Jason reported that walls and artists have all been selected; they are figuring out meals, water/ice, all of the logistics while the artists are in town. Kellie reported that she plans to have Harley work on sponsorships. Alison reported that she always has walls lined up for 2026. Alison shared that the weekend ArtsFest launches she will be out of town, Jason noted he would also be out of town.
Alley Lighting Project: Kellie reported that she is waiting to hear from Cushing Terrell.
Banners: Kellie reported that she is moving forward with the free banners she shared about last month; they are putting together design ideas. She sent photos to them. These banners will be hung on 1st Ave North.
Holiday Décor: Kellie reported that the new décor should be shipped in the next few weeks.
Downtown Great Falls Association: Harley reported that Craft Beer Week planning is in full speed. Night Market is June 28th with BACI activating Davidson Plaza; and Craft Beer Week is June 17-22, tickets are on sale now. Kellie reported that they currently have 20 breweries confirmed; they usually have more than 30 attend. Harley reported there are four VIP tickets left. There are volunteer spots left to fill for the Brew Fest.

Downtown Partnership: Downtown Lighting Study: Kellie reported that MDT is looking at updating the lighting on the 1st Ave North underpass. The lighting study will include all of downtown. Keith will send Kellie contact info.

Downtown TIF District: Kellie reported that there will be TIF applications presented to the DDP Board for review.

Parking Commission: Kellie reported that the north parking garage is up over 50% with free parking all summer.

Traffic Signal Box Art: Kellie shared that two TSBs will be installed. There are three boxes left once these two are completed.

Wayfinding - Kiosks: Kellie reported that the installation should be completed by the end of June.

Downtown Safety Alliance: Kellie reported that the Coins for a Cause boxes were installed. She shared that the biggest topic of conversation was public restrooms. The City is willing to be a partner in figuring this out.

Expansion: Kellie reported that they need to review a map and determine where they'd like to expand their boundaries too. She did present to the City Commission during their Work Session on May 21st.

Grant Programs: Kellie reported that a Business Incentive Grant Application has been received from Daydream Boutique. She shared that the application arrived while she was at the National Main Street conference, the lease went into effect on May 20, 2024, so based upon the deadlines required it may have arrived late. They are moving into 611 Central Ave. The Board received the application via email. Max motioned to make an exception to the program and approve the Business Incentive Grant for Daydream Boutique for \$2,000. Neal seconded. **Motion passed unanimously.**

Sherrie requested that Kellie present recommendations to the Board for changes to the grant program.

Great Falls Development Alliance: Nicki emailed the report to the Board; her position is effective July 1. Jake Clark will be her supervisor. He requested that Nicki schedule meetings with each board member and he will join her during those meetings. Kellie reported that Jason, Sherrie, and she met with Brett and Jolene; regular meetings will be scheduled from here on. She noted that there is a level of confidentiality with Nicki's work so there will be times she works at the GFDA office to insure that confidentiality.

Hello Lamp Post: Kellie reported that on DGFA side, they are creating Doug the Downtown Dog who will be the tour guide of Downtown. The mural component is very information heavy, so they are working to make the info short and succinct. She shared that she hosted a mural walking tour for NWGF, there were 11 people on the morning tour and 6 on the lunch tour.

Personnel: Wes was introduced to the Board; he has worked with Tilleraas to water the flowers. Kellie reported that she is out of the office this afternoon and tomorrow.

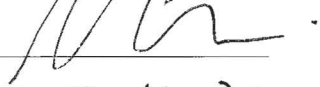
Work Plan FY2025: Kellie shared the FY 2025 Work Plan should be approved by City Commission July 16.

VII. **New Business:** Kellie reported that she is meeting with the City Manager regarding the Rocky Mountain building.

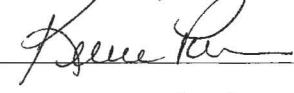
VIII. **Public Comment:** Joe shared that he often stops into businesses regularly to visit; the common theme he hears of is public restrooms. He expects the conversation to be about parking, but it is not. We need to figure out public restrooms.

IX. **Adjournment:** Meeting adjourned at 9:53am.

~~Jason Kunz, Chair~~ Neal Dubois, Vice Chair


Date: 7-11-2024

Kellie Pierce, Staff


Date: 7/11/24