

**Business Improvement District**  
**318 Central Avenue**  
**Recording available via the City of Great Falls records request**  
**February 13, 2025**

Board Present: Jason Kunz, Neal Dubois, Cara Carlson  
Board Present via Zoom: Erica Ferrin  
Board Absent: Sherrie Arey, Alison Fried, Keith Kron  
Guests Present: Jake Clark, Joe McKenney, Nicki Dallison  
Guests Present on Zoom: Rob Moccasin  
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:** Introductions were made by the guests present.
- 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. Conflict of Interest disclosure statements are due to the City, Kellie provided them to those present.
- IV. **Approval of minutes from 1/9/25 Board meeting:** Neal motioned to approve the meeting minutes from the 1/9/25 Board meeting, as presented. Cara seconded. **Motion passed unanimously.**
- V. **Financials: Monthly Financials:** November, December 2024 & January 2025 financials were sent to the Board via email and provided to those present. Kellie provided an explanation for the items discussed last month. There being no further discussion on the financials, Neal motioned to approve the 11/30/24 financial statements which include the Balance Sheet., Profit & Loss, and Budget vs. Actual. Cara seconded. **Motion passed unanimously.** Neal motioned to approve the 12/31/24 financial statements which include the Balance Sheet., Profit & Loss, and Budget vs. Actual. Cara seconded. **Motion passed unanimously.** Neal motioned to approve the 1/31/25 financial statements which include the Balance Sheet., Profit & Loss, and Budget vs. Actual. Cara seconded. **Motion passed unanimously.**
- VI. **BID Business: Beautification: 1<sup>st</sup> Ave N Underpass:** Jake noted that the underpass is outside of the TIF boundaries, they are working to find a way to get some improvements paid for. MDT and BNSF are involved in the conversation. The railing is the biggest issue, the estimate is about \$88K.  
**ArtsFest:** Kellie reported that a new contract for 2025 was sent to the Board via email, it includes an Artist Workshop. She noted that she has found a grant she plans to apply for that would cover some expenses connected to the Artist Workshop. The contract calls for a minimum of five artists and five new murals. Discussion was held on sealing the murals. Kellie noted that they received permission from some artists to create prints for Western Art Week. She added that Sisters United will not be providing funding this year; she plans to reach out to the Little Shell tribe to see if they have any ideas on finding funding for indigenous artists. She reported that she thinks that the Sponsorship levels need to be reviewed and lowered to entice more sponsorships. Erika motioned to approve the contract from Talking Walls for ArtsFest 2025. Neal seconded. **Motion passed unanimously.**  
**Alley Lighting Project:** Kellie reported that she has not heard anything more, just that they were waiting on the light fixtures that were ordered.  
**Trash Receptacles:** Kellie reported that she has researched pricing on new trash receptacles. We will be ordering 100 new receptacles. The bid came in lower than the anticipated budget. She recommended vinyl wraps on the receptacles. Parks & Rec have agreed to store the trash receptacles, as they'll be installed in phases. Kellie shared that she discussed a tree inventory with DNRC. It is estimated we have about 500 trees. The estimate for an inventory is about \$12 per tree, it was recommended that an

inventory be done every 3 to 5 years. The TIF fund may not be able to fund the inventory, but it can fund tree maintenance. If the TIF can't fund the inventory, BID's special projects could cover the costs. She noted that if we have a current inventory, we may be eligible for some grants. Regarding the Sidewalk clean-up, it does not qualify as a TIF eligible expense because it is considered maintenance. Based upon the estimate of approximately \$6K for all of Central up to the alleys on both sides, this could also fall under BID Special Projects, if the Board desired to move forward with this work. Kellie plans to prepare the TIF application, including the eligible items. Once that is completed, the Board can take action on the remaining items that are not eligible for TIF funding.

**City of Great Falls Growth Policy:** Kellie reported that the City has reached 1,000 surveys taken, she encouraged everyone to take the survey, if they haven't yet. It will be open until the end of March.

**Downtown Great Falls Association:** Harley reported that membership dues are being paid, the discount will end on 2/28. Membership is growing. The 2025 calendar has been updated on the website. March 31<sup>st</sup> is the deadline for being involved in the Mimosa Showdown. Craft Beer Week information has been sent out. Downtown Chicks continue to meet regularly. DGFA is involved in Tourism's new Feisty Women week by hosting a special VIP Brothel Tour.

**Downtown Partnership:** Kellie reported that the DDP is hosting an Entrepreneurial Ecosystem presentation that will be held on March 24<sup>th</sup>. It will be held at the NeighborWorks Learning Center from 9am to 1pm. We will provide breakfast, but there are no other costs involved.

Downtown Lighting Study: Nicki reported we are still in the same place. Jake added that they are discussing with City staff if this would be an eligible TIF expense, if so, it will be included in the TIF request. Kellie shared that she met with an engineer who was going to provide information on looking at buildings that can support banners, etc.

Downtown TIF District: Kellie reported that the City has notified the DDP there will be two applications for consideration at the end of February. One is from the City for the Parking Garages and the second is for the Times Square building. Big Dipper is working on their façade, and that project was approved by City staff within the TIF programs.

Parking Commission: Kellie reported that there is a meeting on 2/20 to discuss some items that the BID and DGFA have brought up, such as marketing materials and what the next steps are for this summer with free parking as was done last year in the North Parking Garage.

Wayfinding - Kiosks: Kellie reported that the airport and the downtown location are not installed, but the rest are completed. The downtown location was due to be installed by the Chamber building, which is for sale, so discussion is being held with Clearwater Credit Union. She plans to collect receipts and get the City Manager's signature to submit for the final reimbursement for the Main Street grant. This item will be removed from the agenda.

**Downtown Safety Alliance:** Kellie reported that the DSA met and had a great discussion with the GFPD about their graffiti task force.

**Expansion:** Kellie reported that she has tried all that she is able to do to find actual names for property owners/LLCs. She will have to send items out to the LLCs. She plans to take more action on this in the fall.

**Grant Programs:** Kellie reported that we have three grant applications to consider. She shared that a couple of applications were received that had to be declined as they were existing businesses. Business Incentive Grant – Advanced Counseling Montana: The monthly rent is \$1,050 with a one-year lease effective 1/10/2025, the grant would be made payable to Madill Enterprises. Jason Madill is the property owner. Neal motioned to approve the grant application, as presented. Cara seconded. **Motion passed unanimously.** Business Incentive Grant – Treasure State Occupational Health: The monthly rent is \$750 with a one-year lease effective 1/22/2025, the grant would be made payable to Madill Enterprises. Jason Madill is the property owner. Neal motioned to approve the grant application, as presented. Cara seconded. **Motion passed unanimously.** Business Incentive Grant – Art Up Montana: The monthly rent is \$2,800 with a one-year lease effective 12/19/2024, the grant would be made payable to Northside Properties. Jason Stringer is the property owner. Neal motioned to approve the business incentive grant for the maximum of \$2,500, as presented. Cara seconded. **Motion passed unanimously.**

**Great Falls Development Alliance:** Nicki reported that the co-hort started up again, there are 11 people and the next set of co-hort's is all set, too. They've launched a monthly newsletter for downtown, they had an 89% open rate on their first edition. Recently, there has been a lot of interest in Downtown buildings. Clearwater is working with MDT to get bump-outs on 1<sup>st</sup> Ave North. Fire Within has been moved to 3/6 at The Newberry, it will coincide with Feisty Women Week. Jake reported that they are creating models for upper-level development. They are working with MCDC to create a housing cooperative. This would be tenant improvements to their rented space, with a negotiated equity share. Nicki shared that Tourism has Placer AI; she was able to pull some data that could prove valuable in her efforts to recruit new businesses.

**National Main Street Conference:** Kellie reported that she, Harley, Sarah Dorman with the City, Nicki, and Jake with GFDA and three from Helena are registered to attend. The early bird registration is closed.

**Personnel:** Wes took the truck in for service as it had a tire that leaks, new tires and new windshield wipers were purchased for \$900. Discussion was held on watering flowers in summer 2025. Kellie noted that it takes a lot of his time, but it has gone well otherwise. She added that snow removal and garbage removal have gone well. Kellie reported that Leadership Montana is going well; she'll be in Havre at the end of February, April she will be missing the session as she'll be at the National Main Street Conference and graduation is in June.

**Work Plan FY2025:** Kellie reported that the Work Plan is being actively worked.

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

VIII. **Public Comment:** Joe inquired with the Board about public safety. The first ballot initiative that was put forth to the community failed. They are seeking community support for the new proposal that has been toned down. They plan to put together a formal 501c4 to support the potential new safety initiative. Kellie will share contact information for the Downtown Safety Alliance.

IX. **Adjournment:** Meeting adjourned at 10:04am.

Jason Kunz, Chair

Kellie Pierce, Staff

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