

A meeting of the Business Improvement District (BID) Board was held at City Hall on March 11, 2024 at 6:00 P.M. Board members Kylee Wussow, Duane Johnson, Lyall White, Andrea Hoffman, Vincent Meyer, and the City Administrator were present. There were 7 citizens in attendance.

1. The City Administrator called the meeting to order at 6:03 pm.
2. The Board reviewed the list of eight (8) grant applications that had been submitted to the Downtown Association but were not acted upon. The grant requests total \$8,000. Only one of the applications was received from Reflections on Water.
3. It was moved by Duane Johnson, seconded by Lyall White to approve the façade grant and signage grant applications from Reflections on Water, approve the grant requirements as presented but not fund the others until follow-up applications and receipts are received, and send an email reminder to have the Downtown Association submit those documents so they can be consideration at the next BID Board meet. Motion carried.
4. The public hearing regarding the continuation of the Business Improvement District was opened.
5. Rod McGillivray recommended keeping the Business Improvement District in place. A group has been meeting to discuss forming a new non-profit organization that does not have some of the difficulties the Downtown Association developed over time. What is proposed is a simple management structure with four board members and other members limiting each person to being in charge of only one thing to prevent burn out. All the paperwork is ready to go if the Bid Board would want to work with this organization. At kick off, would hope to get more businesses involved and by-laws will be approved. This could be done within the next 30 days. The Downtown Association has indicated they are willing to transfer all assets to the new organization.
6. BID Board members were in favor of this group moving forward with the establishment of a non-profit organization to make it work.
7. Amy Bloczynski spoke in favor of the new group and expressed their goal to be more inclusive and help capitalize on what different businesses' strong points are to help all of Black River Falls. Don't want the BID to go away and want everyone to feel included in their own way.
8. There was clarifying discussion on all the money being spent in and for the Business Improvement District.
9. It was moved by Kylee Wussow, seconded by Duane Johnson to close the public hearing. Motion carried at 6:32pm.
10. It was moved by Duane Johnson, seconded by Lyall White to set the next BID Board meeting for April 11, 2024 at 5:30pm at City Hall. Motion carried.
11. It was moved by Lyall White, seconded by Andrea Hoffman to adjourn. Motion carried at 6:35 pm.

A. Brad Chown, City Administrator
City of Black River Falls