

A meeting of the Business Improvement District (BID) Board was held at City Hall on October 30, 2024 at 5:30 P.M. Board members Kylee Wussow, Vincent Meyer, Andrea Hoffman, and the City Administrator were present. Board member Duane Johnson attended remotely via Zoom. Board member Mark Hanson was excused. There was 1 citizen in attendance.

1. The City Administrator called the meeting to order at 5:32 pm.
2. Per the action taken at the last meeting, the City Attorney contacted the Downtown Association regarding financials and inventories. The attorney advised the DTA not to give away any assets until a full and accurate accounting is done. An email from the DTA president indicates their 2023 Form 990 has been filed. No further financial or inventory information has been received. Options for pursuing the needed information were discussed.
3. It was moved by Duane Johnson, seconded by Andrea Hoffman to authorize BID Board members Duane Johnson and Kylee Wussow to meet with the City Attorney to discuss further legal action to get the financials and inventories from the Downtown Association and authorize them to approve up to \$500 in legal fees for the process. Motion carried.
4. The City Administrator presented updates on the decorative lamp project. The existing lamps cannot be modified to accommodate a single lamp configuration so there is no advantage to exploring this further.
5. It was moved by Kylee Wussow, seconded by Vincent Meyer to get an estimate for new hangers for the flower baskets on the decorative lamp posts. Motion carried.
6. It was moved by Kylee Wussow, seconded by Andrea Hoffman to approve the signage grant application from Reflections on Water for 212 Main Street in the amount of \$633.00. Motion carried.
7. BID Board member Vincent Meyer recused himself from the next order of business and left the room.
8. It was moved by Kylee Wussow, seconded by Andrea Hoffman to approve the façade grant application from Mans Ruin, LLC for 44 Main Street in the amount of \$1,000. Motion carried.
9. BID Board member Vincent Meyer rejoined the meeting.
10. Laura Lindow provided updates on the Trick or Treating and Small Business Saturday events. Trick or treating went amazing and “guess the pumpkin” ends tomorrow. There are 47 businesses for the Small Business Saturday gift certificate program putting the total cost \$210 over the approved amount. This will be put on the next agenda.
11. Laura Lindow advised letters requesting donations for Christkindl were sent out. The City’s insurance policy will cover this event. No action was taken.
12. It was moved by Kylee Wussow, seconded by Andrea Hoffman to approve purchasing wreaths and roping at a cost of \$738.50. Motion carried.
13. The 2024 property listings were reviewed. Change included: tax key 0508 update business to Lily Park, tax key 0514 change business to Love on Your Home, tax key 0553 change business to BRF Arcade, tax key 0556 change business to vacant, tax key 0571 change location to 125 Fillmore Street.
14. It was moved by Andrea Hoffman, seconded by Vincent Meyer to approve the 2024 property listing with the changes discussed. Motion carried.
15. It was moved by Kylee Wussow, seconded by Andrea Hoffman to recommend the Common Council approve the 2025 BID Budget at \$35,592.47. Motion carried.
16. Changes to the proposed BID Operating Plan include Section VI: assessment rates reduced by \$1.00 in each zone and Section III: BID Board or designated organization to carry out the operating plan for 2025.
17. It was moved by Kylee Wussow, seconded by Vincent Meyer to recommend the Common Council approve the 2025 BID Operating Plan as presented. Motion carried.
18. It was moved by Duane Johnson, seconded by Vincent Meyer to adjourn. Motion carried at 6:52 pm.

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