

Business Improvement District (BID) Board

AGENDA

City Hall, 101 S. Second Street, Black River Falls, WI
Thursday, August 14, 2025 – 5:30pm

Join Zoom Meeting:

<https://us02web.zoom.us/j/84993673569?pwd=D8LAVbL3HqDpCdagXZklKDc4QLElac.1>

OR Dial: 1 312 626 6799

Meeting ID: 849 9367 3569

Passcode: downtown

1. Call to Order
2. Roll Call
3. Holiday wreaths & roping for decorative lamp posts – Action
4. Connect Community contract & FY26 participation fee – Action
5. Signage grant application from Ed Davis for property at 34 S. First Street – Action
6. Adjourn

Posted: August 1, 2025

Brad Chown

From: Jarod Meyer
Sent: Tuesday, July 29, 2025 12:48 PM
To: Brad Chown
Subject: Downtown Holiday Wreathing

Hello Brad

Welcome back from vacation!

Below is a quote as nothing has been ordered, yet. This is for the downtown holiday wreathing that goes around the lights. Could you bring this to BID to see if they would be interested in funding this once again? Falls Florist is asking for a response asap.

Thanks!
Jarod

Jarod Meyer | Parks and Recreation Director | **City of Black River Falls** | 101 S. Second St. | Black River Falls, WI 54615 | 715-284-9246

From: Falls Florist <FallsFlorist@outlook.com>
Sent: Wednesday, July 23, 2025 10:50 AM
To: Jarod Meyer <brf.rec@blackriverfallswi.gov>
Subject: Order details for 67782

Here are the details of the order you placed. If you have any questions, please call us at the number listed below. Thanks for your business.

Falls Florist & Greenhouse
704 Main St.
Black River Falls, Wisconsin 54615
(715) 284-2821

Order Number:	67782
Delivery Date:	11/1/2025
Order Date:	7/23/2025

Customer

Account:
Name: Jarod Meyer City of Black River Falls
Address:
City: Black River Falls, WI
Telephone:

Recipient

Name:
Address:
City:
Telephone:

Product Information

Quantity	Description	Price	Discount	Ext. Price
14	Wreaths & Roping- Roping in 50 feet pieces (no longer comes in 100 feet length which is more cost effective)	\$59.00	\$0.00	\$826.00

Delivery:	
Service:	\$0.00
Tax:	\$0.00
Total:	\$826.00

Method of Payment

Date	Method	Amount	Name	Reference
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Card Message

Falls Florist & Greenhouse
704 Main St.
Black River Falls, Wisconsin 54615
(715) 284-2821
fallsflorist@outlook.com
www.fallsflorist.com

You have received this e-mail from Falls Florist & Greenhouse in order to better serve you as a loyal customer. If you do not want to receive e-mails on our specials and offers, [please go here](#).

Brad Chown

From: Contracts <contracts@wedc.org>
Sent: Thursday, July 24, 2025 9:14 AM
To: Brad Chown
Cc: errin.welty@wedc.org
Subject: WEDC Connect Communities Agreement for Execution – FY26-AL3958
Attachments: AL3958-FY26-Connect Communities invoice-CNCT-Black River Falls-20250723.pdf;
AL3958-FY26-Connect Communities Agreement-CNCT-Black River Falls-20250723.pdf

Dear Connect Communities Participant,

Please find attached documentation for your FY26 participation in the program.

Please return your signed agreement and payment to us no later than Friday, August 29, 2025.

Agreements should be returned via e-mail to contracts@wedc.org with a copy to errin.welty@wedc.org.

To simplify the fee payment process, we offer three convenient options:

1. Check: mail your payment to the address on your invoice, payable to WEDC
2. ACH Transfer: The bank information is on your invoice
3. Credit Card: use the link on your invoice to create a free BILL.com account if you don't have it already and securely pay by credit card

Please contact Errin with any questions. Thank you!





July 23, 2025

Attn: Brad Chown

RE: Connect Communities Agreement #AL3958 between the Wisconsin Economic Development Corporation ("WEDC") and City of Black River Falls ("Local Organization").

Dear Brad Chown:

Congratulations! WEDC has determined that the City of Black River Falls, your Local Organization, is eligible to participate in the Connect Communities Program from July 1, 2025, to June 30, 2026. By signing and returning this letter agreement to the WEDC and paying the participation fee outlined below, the Local Organization agrees to the following terms.

As a participant in the Connect Communities Program, the Local Organization shall:

- Pay WEDC the annual participation fee of Two Hundred Dollars (\$200);
- Actively participate in the Connect Communities Program, by attending a minimum of Two (2) training opportunities offered by WEDC during the year; and
- Submit an annual performance report as required by WEDC, in such form as required by WEDC.

WEDC shall provide the following services to the Local Organization:

- Designate staff to liaise with the Local Organization;
- Provide an on-line communication tool for participants in the Connect Communities Program; and
- Plan and implement workshops and training sessions on downtown revitalization topics based on the needs of the Connect Communities and Wisconsin Main Street program participants.

This letter agreement will take effect when WEDC receives both the Two Hundred Dollar (\$200) participation fee and this letter agreement, signed, by the Local Organization.

Sincerely,

A handwritten signature in black ink, appearing to read "Melissa L. Hughes", is written over a horizontal line.

Melissa L. Hughes,
Secretary and CEO

ACKNOWLEDGED & AGREED TO BY:

By: _____
Jay Eddy,
Mayor

Date

By signing this agreement, the signer attests that he/she is fully authorized to execute and deliver this letter agreement on behalf of the Local Organization.

**INVOICE**

Wisconsin Economic Development Corporation
2352 South Park St, Ste 303
Madison, WI 53713
finance@wedc.org

INVOICE #: **INV-008339**
DATE: 07/23/2025
DUE DATE: 08/23/2025

TOTAL AMOUNT: \$200.00
TOTAL DUE: \$200.00

BILL TO: Black River Falls Downtown Association
101 South Second Street
Black River Falls, WI 54615

DESCRIPTION / MEMO	AMOUNT
Connect Communities FY26 Participation Fee	\$200.00
TOTAL AMOUNT:	\$200.00

PAYMENT DETAILS:

Customer ID - Name: C-00000509 - Black River Falls Downtown Association
Invoice #: INV-008339

CHECK REMIT TO:

Wisconsin Economic Development Corporation
P.O. Box 78229
Milwaukee, WI 53278-0229

ACH INFORMATION:

Routing Number: 075000022
Account Number: 182380519419

TO PAY ONLINE, GO TO

<https://app02.us.bill.com/p/wisconsineconomicdevelopmentcorporation>

Business Improvement District - Signage Grant Application

* Indicates Required Fields

Business Name:* Jackson County Historical Society**Name:*** First: Ed Last: Davis**Address:*** Street Address: 34 S. 1st Street

Address Line 2: _____

City/State/Zip: Black River Falls, WI 54615**Phone:*** 715-284-5314**Email:*** jacksoncohistory@gmail.com**Project Designer:*** Smiley Bear Design / Lyall White**Name of Building Owner ***First: Ed Last: DavisPhone: 715-896-3442 Email: edavis@centurytel.net**Proposed Project Start Date:*** 6/20/2025**Proposed Completion Date:*** 7/15/2025**Amount Requested:*** \$1000.00**Project Description:***

Window graphics/lettering signage &
Large Window Historical BRF Photo Mural Signage

Questions call Darren Dorman 715-797-5705

* Indicates Required Fields

The following documents are **REQUIRED** for **ALL** applications:
(Check all that are attached)

- ☐ Building permit or documentation confirming a building permit is not required.
- ☒ Copy of signed contractor's estimate or a copy of itemized project cost estimate prepared by building or business owner.
- ☒ Copy of rendered or photographic description of the improvement project.

If applicant is not the property owner, the following documents is also **REQUIRED**:

- ☒ Copy of letter of permission from building owner for the proposed project.

By signing below, I/We affirm that the information submitted herein is true and accurate to the best of my/our knowledge and acknowledge that this is a reimbursement grant program and therefore, if awarded, grant funds will not be distributed until the work is completed and all invoices are paid.

Applicant:

Signature:* Edward H. Davis

Print Name:* Edward H. Davis

Date:* June 12, 2025

Co-Applicant

Signature: Dan Durman 715-797-5705

Print Name: Darren Durman

Date: 6/12/25

Business Improvement District Reimbursement Grants

Reimbursement grants are available to local business and property owners in the downtown Black River Falls Business Improvement District (BID). Grants are for exterior rehabilitation to existing commercial buildings and signage within the BID. Rehabilitations and signs must be in accordance with the City of Black River Falls design guidelines.

Grants will provide a business or property owner reimbursement up to a maximum of \$750 per project for signage improvement.

Invoices and proof of payment are a requirement and must be submitted with the application or provided prior to grant funding disbursement.

Only one signage grant and one façade grant may be awarded per assessed address per calendar year of January 1 to December 31.

Building and Signage Permits

Building permits may be required by the City of Black River Falls.

Grant applications should either include a building permit with the application or documentation from the building inspector for the City of Black River Falls indicating no permit is required.

Applications will not be approved without this information included.

To obtain permits or see if a permit is required please contact the City of Black River Falls.

Funding

Grant Applications will be made available on an annual basis until all funds have allocated.

A limited amount of funding is available under this program and funds will be awarded on a first come, first served basis.

Applications

Applications are available on the City of Black River falls website under the "Forms" tab.

Property owners or their business tenants may apply.

If you are unable to access the application(s) online, contact us to have an application emailed to you. Email: city.admin@blackriverfallswi.gov Phone: 715-284-2315

June 11, 2025

I, Ed Davis, the owner of the building at 34 S. 1st Street, Black River Falls gives Jackson County Historical Society permission to install and place window signage and large window Historical photo mural signage on my building.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ed Davis".

Ed Davis