

Business Improvement District (BID) Board

AGENDA

City Hall, 101 S. Second Street, Black River Falls, WI

Thursday, August 13, 2026 – 5:30pm

Join Zoom Meeting:

<https://us02web.zoom.us/j/82556614509?pwd=NCb57uifFcaxsnvBrmOV0iztgn7aVv.1>

OR Dial: 1-312-626-6799

Meeting ID: 825 5661 4509

Passcode: downtown

1. Call to Order
2. Roll Call
3. Update on Type 1 I-94 Historic District signage – City Administrator
4. I-94 Billboard campaign review – Lamar Outdoor
5. Request for \$826.00 for holiday roping for downtown light poles – Action
6. Request for \$1,475.00 to fund Downtown Trick or Treating – Action
7. Request for Small Business Saturday funding – Action
8. Downtown tree review & recommendations – Legacy Trees
9. Adjourn

Posted: August 5, 2026

Brad Chown

From: Jarod Meyer
Sent: Tuesday, July 21, 2026 1:00 PM
To: Brad Chown
Subject: FW: Order details for 78344

Hello Brad

Could you take the bottom quote of holiday roping for the downtown light poles to BID and see if they would once again pay for this? Dana at Falls Florist said would want to order by 8/24.

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: Tuesday, July 21, 2026 12:51 PM
To: Jarod Meyer <brf.rec@blackriverfallswi.gov>
Subject: Order details for 78344

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:	78344
Delivery Date:	11/12/2026
Order Date:	7/21/2026

Customer

Account:
Name: Jarod Meyer Parks and Rec
Address:
City: Black River Falls, WI 54615
Telephone:

Recipient

Name:
Address:

City:
Telephone:

Product Information

Quantity	Description	Price	Discount	Ext. Price
14	Wreaths & Roping- 50 Ft. Roping	\$59.00	\$0.00	\$826.00
Sub Total:				\$826.00
Delivery:				\$0.00
Service:				\$0.00
Tax:				\$0.00
Tip:				\$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](#).

Downtown Trick or Treating

2023 - \$800 (Pumpkin \$250 Guess Weight Prizes \$225 Candy 325)

2024 - \$975 (Pumpkin \$250 Guess Weight Prizes \$225 Candy \$500)

2025 - \$1,000 (Pumpkin not available, \$1,000 Candy)

2026 - Requesting \$1,475

We are hoping to have a pumpkin again \$475 and \$1,000 for candy was perfect last year, businesses still had to purchase more but we were able to give each business 2-3 bags (depending on how many pieces were in the bag) and we'd love to be able to do that again

Small Business Saturday

2023 - \$1,080 (36 businesses)

2024 - \$1,200 (40 businesses)

2025 - \$1,320 (44 businesses)

2026 - Requesting \$1,380 at \$30 each OR \$1,840 at \$40 each

We counted 46 businesses at \$30 each, in years past some businesses do not cash out check or donate the gift certificates so it could be less or if we miscounted businesses, it could be slightly more if we missed any. If we keep it the same, 46 businesses would be \$1,380. We'd like to propose a discussion on going to \$40 each business this year (\$10 more per business) which would make the total \$1,840.

Christkindl

Should sponsors write checks to the City of Black River Falls again this year? *Chamber has agreed to write checks again this year

Office Address
N290 Pine Place
Hatfield, WI 54754

Nursery Address
W21518 11th St
Trempealeau, WI 54661

Website www.legacy-trees.com

Phone 715-670-8395

Email alli@legacy-trees.com



Statement of Qualifications

Emerald Ash Borer is the most recent reminder of why diversity is so critical in our urban forests. Legacy-Trees is a company built upon the principles of diversity and stewardship. Our founder, Ron Zillmer, has spent over 30 years as a champion of urban forestry and specifically proper planting depth and root physiology. His vision is to not only create a better tree planting system, but to leverage this system into creating urban forests that will last for generations, not decades.

Legacy-Trees offers a unique, cutting-edge tree planting system that is new to this industry. Our planting process focuses on utilizing air root pruning technology in an above-ground platform that mimics the way trees would grow in the forest. It is important to note that Legacy-Trees does not utilize a soilless mix which is common in container production. We utilize engineered soil blended with compost and top dressed with mulch to create soil conditions within this package that closely match the conditions found in the forest.

Because this system provided is such a unique and successful tree planting method, Legacy-Trees lock onto our platform base and rarely require staking and strapping. Dynamic loading of the tree above ground due to wind stimulates colonization of the site by the root system and Legacy-Trees do not require a support system following transplanting into the landscape.

Additionally, the primary limiting factor to root growth is available oxygen in the soil, the Legacy-Trees system revolves around maximizing the amount of available oxygen in the soil. The root systems produced by Legacy-Trees are in balance with the above ground portion of the tree because they have not been cut or damaged in 2 years. Furthermore, this planting technique does not damage roots at the time of transplanting. This balanced above and below ground tree can immediately colonize the site.

Black River Falls Downtown Street Trees

On Monday July 13, Ron Zillmer, Alli Parker, and Brad Chown looked at the downtown trees planted in sidewalk cutouts at the request of Brad Chown. The goal of this meeting was to simply discuss why the trees planted in these cutouts have not performed well and recommendations for next steps if there was interest in addressing this issue.

Why have the trees planted in these cutouts not performed since planting?

- **Improper Species Selection** - Japanese Tree Lilac are the trees planted in these cutouts. The number one issue here is species selection. Contrary to popular belief, the soil conditions found in these cutouts are overly wet due to the inability for the soil to drain. Japanese Tree Lilac do not like having a wet root system. Therefore, they are never going to perform well in this environment.
- **Improper Planting Depth** - These trees were planted too deep in the ground. They have stem girdling roots growing from the root flare that is cutting off the supply of nutrients from the root system to the top of the tree. This issue starts in nursery production and is difficult to correct in the landscape at planting time, this is a common and widespread issue that Legacy-Trees® is actively trying to combat and educate the public about.

Legacy-Trees® Recommendations and Observations

- There is a desire for healthy flourishing trees to be planted in these cutouts.
- Beautiful downtown flower baskets and beautiful downtown trees create an attractive atmosphere for tourism.
- The recommendation for tree planting in these sidewalk cutouts is for **Hybrid Elm**. Here are some key features of the hybrid elm and why this is our top recommendation.
 - **Root System** - This tree is a riparian species; the definition of riparian is running water. This means that this tree's root system is highly adaptable to changing soil moisture conditions. They grow on the flood plains and can handle flooding and drought better than any other species of tree out there. Because of the soil conditions present in sidewalk cutouts, a riparian root system is designed to perform in that environment.
 - **Canopy Structure** - Vase shape canopy and branch architecture. The hybrid elm selections we can offer provide a more pronounced pyramidal to oval canopy that will not obstruct the businesses downtown.
 - **Branch Clearance** - The goal for downtown trees is to provide beauty and shade to the concrete jungles created by humans. The importance of having the canopies above the business's downtown is critical to not only appease the business owners, but also to provide visibility to tourists that want to patronize our local establishments. Because these trees will grow quickly, Legacy-Trees® would work with the city to aggressively prune these trees in their juvenile form so that we can have the branch clearance that is so crucial. We utilize the rule of 1/3 clear trunk to 2/3 canopy. On a Hybrid Elm, we would create at least 20 feet of clearance by pruning branches in their juvenile form within the first 5 years to set these trees and our downtown up for success.

- **Disease Resistant** – The hybrid elm is highly disease resistant to Dutch Elm Disease meaning it was hybridized and cloned so that we could still have the “elms of old” populating our streets without Dutch Elm Disease plaguing our streets again. Additionally, the disease in the elms spread due to the root systems grafting together in the landscape, this is less of a concern in a downtown cutout where trees are planted in individuals’ grates.

Concrete Upheaval – A common point of frustration for tree planting is when the root system starts to upheave the concrete sidewalks around them. Because Legacy-Trees® is a local company with expertise in plant health care, we can connect the city to low cost fast acting growth regulators that will essentially hold the tree at its desired size for the remainder of its life in the sidewalk cutout. Once these trees reach their ideal size class for the space they have been planted, the growth regulator helps hold the tree at that size to avoid issues like upheaving the concrete sidewalks and outgrowing the space they were planted in.

Summary

Legacy-Trees® is a business comprised of people that were born and raised in Black River Falls. Ronald Zillmer our founder and president grew up in this community and raised myself (Allison Parker) and my brother Zack Zillmer here. Zack and I now work for Legacy-Trees®. This community matters to us, and the success of our downtown stimulates our economy and creates more opportunities for people starting families and businesses in this area. Because of this, Legacy-Trees® would like to offer downtown Black River Falls the professional installation of Legacy-Trees® at \$300.00 per unit. This is typically sold at a premium of \$500.00 per tree, but because we understand budget constraints and have a personal interest in the success of downtown Black River Falls, we are interested in extending this discounted rate. Additionally, these trees will come with a 5-year warranty from Legacy-Trees® that will be at no additional cost to the city. This 5-year warranty provided by Legacy ensures that we are sending a representative to prune these trees 3 to 5 times in the first five years of its life in the sidewalk cutout. When we discussed branch clearance previously, this is what we are talking about, and it can be achieved with a hand pruner in the early stages of the tree’s life.

Please consider this proposal for tree planting and Legacy-Trees® professional recommendation for next steps within these sidewalk cutouts.