

**Business Improvement District**  
**318 Central Avenue**  
**Recording available via the City of Great Falls records request**  
**March 12, 2026**

Board Present: Jason Kunz, Neal DuBois, Sherrie Arey, Caralina (Cara) Carlson, Leo Imperi  
Board present via Zoom: Erica Ferrin  
Board Absent: Keith Cron  
Guests Present: Joe McKenney, Jake Clark, Garry Hackett  
Staff Present: Kellie Pierce

- I. **Call to order & Roll Call:** Jason Kunz called the meeting to order at 9:02am; roll call of all present, a quorum was established.
- II. **Guests/Public Comment:** There was no public comment at this time.
- 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.
- IV. **Approval of minutes from 2/12/26 Board meeting & Grant Criteria Committee meeting:** Cara motioned to approve the meeting minutes for the 2/12/26 Board meeting, as presented. Leo seconded. **Motion passed unanimously.** Neal motioned to approve the meeting minutes for the 3/2/26 Grant Criteria Committee meeting, as presented. Cara seconded. **Motion passed unanimously.**
- V. **Financials:** Kellie reported that there were some large payouts in February with expenses for the new flower baskets, sound system, and ArtsFest 2026. Monthly Financials: February 2026 financials were provided to the Board via email. Neal motioned to approve the 2/28/2026 financial statements which include the Balance Sheet and the Profit & Loss. Cara seconded. **Motion passed unanimously.** Kellie noted that she has confirmed with Stockman that the new Money Market account is set up.
- VI. **BID Business:**

**Beautification:** Kellie reported that 10 new self-watering flower baskets and brackets have been ordered for 1<sup>st</sup> Ave S, they will be here in time for this season. Tilleraas is planting more flowers this year. 1<sup>st</sup> Ave N Underpass: There was nothing to report at this time. ArtsFest: The contract has been signed, and the first payment is being sent. A committee meeting will be held next week. Alley Lighting Project: Leo reported that he is looking at some local options so that it can be less expensive, some samples may be provided to see if they will work. Kellie reported that she mentioned it to Shane Etwiler with Northwestern Energy to see if there is any partnering that can happen there. BID Truck: Kellie reported that she and Jason met with Subaru about a (new to the BID) used truck. Jason noted that he would like to know what the board is comfortable with for the expense to acquire a used vehicle that is comparable to what the BID currently owns. Kellie and Jason were shown a 6-year-old truck in the \$20K range. The Board noted that it was less than they expected. Sound System: Kellie reported that the system is installed. She is waiting for them to train her on how to access the system on her phone.

**Downtown Great Falls Association:** Anna reported that they are planning for Mimosa Showdown and Craft Beer Week. The St. Patrick's Day parade is this weekend at 1:30. Cruisin' the Drag is in planning stages. Memberships are coming in and growing.

**Downtown Partnership: Downtown TIF District:** Kellie reported that the first Super TIF Committee meeting is April 7; this meeting will be an orientation. Kellie noted that she has been appointed to the Committee, she shared the other individuals who have been appointed, as well. Parking Commission: Kellie reported that the committee will be presenting their suggestions to the City Commission on Tuesday March 17 at 5:30. They are recommending keeping the rates the same, for now, at \$1.50 on Central and \$1.00 on side streets, creating 2-hour free parking the garage and bumping the hourly rate

up after that for hours 3 & 4; updating the technology at the garages to make them more secure and 24-hour. There will be TIF requests made for the infrastructure updates, currently budgeted at about \$2.5M. **Downtown Safety Alliance:** Kellie reported that the SRO's will be downtown again this summer. Rob Mocassin is now the neighborhood council liaison for the City, as well. GFPD will be patrolling the garages more, working to change the perception.

**Expansion:** Nothing to report at this time.

**Grant Programs: Grant Criteria:** Kellie reported that some changes were recommended by the City and the Grant Criteria Committee met and discussed them. Neal is working on some updates that will be presented to the Board at their April meeting.

**Grant Applications: Business Incentive Grant – Crush Hair Studio:** The monthly rent is \$1,000 with a one-year lease, the grant would be made payable to Madill Enterprises. Neal motioned to approve the Business Incentive grant application for Crush Hair Studio for \$1,000, as presented. Sherrie seconded.

**Motion passed unanimously. Interior Grant – Crush Hair Studio:** Kellie reported that the interior grant application for Crush Hair Studio includes an estimate of \$57,270. It was noted that the grant would max out at \$5,000. Sherrie motioned to approve the Business Interior grant application for Crush Hair Studio, with a maximum payout of \$5,000, as presented. Cara seconded. **Motion passed unanimously.**

**Interior Grant – City Bar:** Kellie reported that the interior grant application for City Bar includes an estimate of \$15K. Discussion was held on the project, City Bar has two spaces available for lease and the property owner is submitting for HVAC for both units. The tenants are also interested in submitting grant applications for the permanent improvements that are going to be made to both units. For the \$15K estimate, the property owner would be eligible for \$4,500. The Board noted that they will hold off on approval of this grant so Jason can speak with the property owner.

**Great Falls Development Alliance:** Jake reported that Katie has left her position as the Downtown Business Development Officer position. GFDA has fine-tuned the position, and the focus will be invest-ability of downtown and catalyst projects that incite additional investment downtown. They will continue to support small businesses, but it may be other staff members who offer that support depending upon the needs of each business. They've met with the City to confirm that the position can continue to be funded with TIF funds. Jason shared that the Board has funded this position for many years yet has not seen results. He added that following the meetings that have been held to fine tune the position he feels that we are in a good place. Jake added that they are advertising for the position. Jake updated the Board on the recent work that GFDA has been doing downtown with prospects. He informed the Board that GFDA is convening a task force to work on Opportunity Zones, the first meeting is being held today at The Station as that was an Opportunity Zone project.

**National Main Street Conference:** Kellie reported will be in Tulsa, OK April 13-17. DGFA is sending Anna and one board member, Adrienne Culliton; Kellie is attending and Samantha Long from the City and Jake are attending, as well.

**Montana Main Street Conference:** Kellie reported that the Montana Main Street Conference will be held in Glasgow, MT April 30- May 1. She inquired if any Board members would want to attend. Kellie shared that there are some state awards that will be presented and she is working on some nominations for those awards.

**Personnel:** Nothing to report at this time.

**Work Plan FY2026:** Kellie she continues to work the Work Plan.

- VII. **New Business:** Kellie reported that she will be adding the construction project to the agenda for next month; they held their first informative meeting this week and there are some concerns. They will host update meetings. It is being done in the 200 & 300 blocks, up 4<sup>th</sup> and to the alley on 2<sup>nd</sup> and some work on 5<sup>th</sup> from Central to 1<sup>st</sup> Ave N. They plan to start in May.
- VIII. **Public Comment:** Joe reported on Parking and how the City has been working with stakeholders. He shared the importance of stakeholders being present at the City Commission's Work Session next Tuesday. Joe shared that he also serves on the Historic Advisory Preservation Commission (HPAC). He shared that one of the members shared concerns about the murals painting over things that shouldn't be

painted over. He suggested communication with Samantha Long at the City. Kellie shared that the property owner application for ArtsFest includes Historic Preservation Guidelines; she added that if those guidelines need to be reviewed, that can be done. Garry Hackett shared his experience and approximate costs for the installation of the fire system. He noted the importance of the safety for properties with installation of these systems.

IX. **Adjournment:** Meeting adjourned at 9:50am. The next meeting of the BID Board will be held on April 9, 2026.

Jason Kunz, Chair

Kellie Pierce, Staff

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