



Helena Business Improvement District  
Board of Trustees Meeting

Thursday, December 14, 2017, 4:00 p.m.  
Valley Bank

**MINUTES**

**Mission Statement:** The Helena Business Improvement District is a leader, facilitator, provider and advocate for a planned, creative program that results in the continual improvement of property values and properties in downtown Helena.

- I. Welcome & Introductions – Welcome to new ED Micky Zurcher.
  - a. Board Members present: M. Roylance, L. Schubert, S. Deitle, A. Roy, R. Seeley, C. Taleff
  - b. Staff present: M. Zurcher, J. Walsh
  
- II. Public Comment
  
- III. Consent Agenda 10 min
  - a. Minutes from November
  - b. ED Report for November
  - c. November Financials & Notes – Assessment check for December should arrive before Christmas.  
A Roy motions to approve without the financials, L. Schubert seconds, all in favor  
A Roy moves for approval of financials after discussion, L. Schubert seconds, all in favor
  
- IV. Downtown Helena, Inc. – Update 10 min

(R. Ahmann)

  - a. Busy time downtown, most meetings have been in regards to supporting the retail downtown. Holiday marketing campaign is happening right now with #PerfectGiftHelena. Both merchant members and non merchant members are participating in promoting this campaign. There have been 3 short ads that have been posted on social media with up to 1500 views on the most recent one. The final video will be published tomorrow. DHI is just starting to work the budget process. Gift card sales are going strong. Some merchants have been having a strong shopping season. There was a full page ad that was a cooperative effort including 37 merchants which resulted in profit that goes back into the holiday marketing effort. The opportunity exists to have a joint marketing effort for both BID and DHI, which DHI is interested in. R. Seeley reported that the City Admin work session commended the Firetower lighting effort.
  
- V. Committee Reports 30 min

The committees do not have much to report out as they are newly formed from the last work session.

  - a. Executive (M. Roylance & Al Roy)
    - i. Board Retreat – March 1
    - ii. Work Session – none this month
    - iii. Pedestrian Mall Permitting update – A Teegarden presented the streamlined permitting process for the Pedestrian mall last night at the City work session.

b. Organization

(A. Roy & Lee Schubert)

- i. The MOU with DHI did not get renewed last year and is 2 years old. L. Schubert made some edits to clarify some things. R. Ahmann is open to having a discussion for renewing that MOU. T. Reich had done a significant amount of work on how to apportion costs with the MOU was last negotiated. The DHI board did have a question regarding the cost of overhead when the move from the Chamber to Fuller Ave went down.
  1. M. Zurcher and J. Walsh also combed through the financials to identify what costs belong to which organization which can be contributed during the renegotiating process.
  2. M. Zurcher has been researching the current budget and is confident that a future budget will be much closer to our profit and loss.
- ii. A. Roy brings up the issue of finding a safe place to store our permanent records.
- iii. L. Schubert believes BID needs to get involved with advocating about the graffiti happening downtown and coordinate and collaborate with other partners to help address the issue and get it cleaned up and prevented. Perhaps a committee or short term task force should be started to help bring various parties together to deal with it.
  1. R. Ahmann reported that a few years back DHI invited the police department to a meeting and it resulted in a lot more of their involvement downtown and with DHI events such as Alive at Five. DHI and BID could reach out together.
  2. Utilize public comment time during City meetings to bring awareness to these concerns.

c. Promotion

(R. Seeley, R. Stavnes, C. Taleff)

- i. BID's Downtown signs on city property –use for events
- ii. Discussion surrounding how to maximize the MOU with Capital Transit for the trolley and include it on the website. L. Schubert suggests partnering with Montana Radio Co for promotion and use of trolley.
- iii. Still a social media page for Master Plan. At this point BID may want to market the master plan through their own social media page as a lot of the efforts towards implementation are coming from the BID. R. Ahmann suggested finding out if the Master Plan page has more likes than the BID page. M. Zurcher reports that the Master Plan has only around 500 likes. The Master Plan page should be deactivated if it is not going to be used so there is not stale resources available. The Feasibility study is going to produce some good graphics of what the public market will look like and will be a good resource to represent what the BID is and what it does. BID needs to begin marketing the positive outcomes in order to assist in the renewal process.
- iv. The stickers on the garbage cans could be updated to catch people's eyes.
- v. The website could include the quantifiable outcomes such as trashcans, holiday decorations, banners, flower baskets etc.
- vi. Working closely with partners such as Public Works and the City commission has done a lot to help with the promotion of BID.

d. Design

(S. Deitle, R. Seeley, C. Taleff)

- i. Street Trees at coffin planter locations. Tree grates should be similar to those on the other side of the street. The electric boxes need to be replaced that were in the coffin planters. The boxes could be put back on the wires by an electrician.
- ii. A. Roy brings up the idea of purchasing banding and clips to update and repair the banner brackets in house in the spring time. M. Roylance agrees that this will be the kind of thing BID needs to prioritize.

e. Downtown Master Plan

(All)

- i. Feasibility study for Marlow Market: Discussion regarding whether 7<sup>th</sup> Ave gym will be considered as a potential site. There are some concerns about filling office space as well as a separate feasibility study being conducted on same location. The study is meant to be applicable to not just one specific location. CTA is more focused on the old BCBS building. The renderings they have currently are generic enough to be applicable but still give a good idea of what the public market would look like.

M. Zurcher leaves at 5 PM.

ii. Façade Improvement Grant Program

A new vehicle will be necessary at some point in the near future. Two vehicles streamlines a lot of the efforts. Finding a way to get the water tank in and out of the truck will give one of the vehicles more versatility. Vern from Point S believes he can get the Chevy through one more season and the state auction for vehicles is in the September.

VI. Old Business 5 min

VII. Updates 5min

VIII. News & Announcements 5 min

IX. Adjourn. A. Roy motions to adjourn, L. Schubert seconds, all in favor. Motion passes.

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316 North Park, Avenue, Room 440, Helena, MT 59623

**Next BID Board Meeting – January 11, 2018 – 4:00 pm Valley Bank Conference Room**