



**Helena Business Improvement District  
Board of Trustees Meeting**

**January 12, 2016  
Minutes**

**ATTENDANCE**

**Board Members Present:** Randy Riley, Mark Roylance, Kathleen Harrington, Bill Crane, Rex Seeley, Judy Merickel

**Board Members Absent:** Al Roy

**City Commission Liaison:** Ed Noonan

**Community Present:** Sumner Sharpe

**Downtown Helena Inc. Liaison:** Donna Torgerson

**Staff:** Tracy Reich

Board Chair Randy Riley called the meeting to order at 3:53 pm and welcomed Commissioner Ed Noonan to the HBID Board.

**Public Comment** – there was no public comment

**Consent Agenda**

**Motion: Approve the consent agenda without the financials**

**B. Crane moved/K. Harrington seconded/motion passed**

T. Reich discussed the request for sponsorship of the Trolley for the Cool Dog Ball at the Fair Grounds. The Board discussed the history but weighed the changes in the event as it no longer is affiliated with Downtown. They asked staff to relay to the organizers to request earlier next year with a proposal, including rider numbers, where the BID would receive recognition beyond a thank you but decline to sponsor this year.

**Financials**

T. Reich discussed the November financials were tabled to rectify errors in the budget column. The Board had amended the budget to reflect expenses that were passed in the last fiscal year but for one reason or another were actually realized in this fiscal year. However, the corresponding revenue was not. While staff adjusted the columns to show those amounts and the budget column now reflects correctly what we intend to spend and its corresponding income, accounting for that is problematic. B. Crane noted he had discussed this and dissected the issue every way possible and came to the conclusion that we should not amend the budget to show the reserves as income but to be in the negative and note that this was a planned expenditure covered by reserve funds. The Board agreed for full transparency and to not account for funds twice, this should be how it's treated.

**Motion: Approve November's financials**

**M. Roylance moved/J. Merickel seconded/motion passed**

There was no discussion on December's financials.

## **Motion: Approve December's financials**

### **B. Crane moved/M. Roylance seconded/motion passed**

B. Crane asked if there was any saving that might be recognized to enable the ED to increase the pay level for the administrative assistant position. T. Reich said yes but there may be other items for those funds as well. She noted she would like to see the position's pay scale raise to \$15/hr. R. Riley noted that his company had just concluded a salary analysis for the Helena area and that they found entry level professional positions paid in the \$12/hour to \$12.50/hour, full-time with benefits. This position is a little over half time and no benefits. R. Riley said that without benefits an increase in the salary scale makes sense. T. Reich said she had not analyzed the difference between including benefits and a salary increase. B. Crane noted he would like to see us find a way to make the position more desirable so we can retain someone longer in the position.

[Staff note: part time positions accrue vacation and sick leave on a pro-rated rate; they do not receive insurance, retirement, or other leave options.]

### ***Annual Compilation***

T. Reich relayed that the compilation normally is reviewed at the December meeting; it was received while she was on vacation and she did not have time to review it so the board had ample time to review prior to the December meeting. She mentioned there were adjustments to the accounting for the pension plan and that was the most complex part of the compilation. Per GAAP rules, pension liabilities are calculated on the two prior years payments and liability and that was reflected on the current year; however, when HBID withdrew from PERS, that changed in part how that was recorded. Basically the financials reflect per GAAP policy the "normal" liability but also notes and reflects a portion of the amount paid to withdraw. The rest will be reflected in next year's compilation and then will not show on HBID's financials after that. Due to the timing, the Executive Committee approved the compilation so it could be filed on time. However, it is the Board's responsibility to review the compilation; HBID can file an amended compilation if the Board has any corrections. There were no corrections or changes.

### ***Committee Reports***

**Executive Committee:** R. Riley informed the Board that the facilitator for the Board retreat, Nedra Chandler, would be in touch to talk to each Board member if she hadn't talked to them already. He mentioned that he and T. Reich met with N. Chandler for a couple hours outlining the retreat and would be meeting again tomorrow to work out the details. The board retreat is Thursday January 21<sup>st</sup> from 8- 5 pm at Reeders Alley. Commissioner Noonan said he would try to attend part of the retreat.

**Organization:** the third charrette for the Master Plan will take the place of the work session January 26. So instead of meeting at 3:30, the charrette starts at 5:30 and will conclude at 8:00 pm.

**Marketing and Communications:** J. Merickel passed around copies of the facebook ads that were part of the holiday campaign. She also mentioned that a little under \$7000 was spent in print, radio and facebook ads that was split between HBID and DHI. The Committee thought it was well received. D. Torgerson mentioned that staff had relayed people had mentioned radio ads when calling or stopping in to purchase gift cards so it was good validation the ads worked.

**Beautification:** The committee had not met but M. Roylance asked if the City had discussed about cost sharing on doing a digital sonar image of the eastside of the 300 block. For Commissioner Noonan, M. Roylance explained the plan to replace trees but the research to whether or not there were actual vaults precluding the ability to plant trees in ground showed that there is not conclusive information about what actually exists in that sidewalk area. For example, when Painted Pot had to replace their water pipe, the sidewalk and street were dug up; where there was supposed to be a vault had been filled in. The request to the Engineering Dept.

was if they would split the cost of getting the information which is roughly \$2,000. T. Reich noted she should see Ryan Leland next week at the Front Street workshop and will follow up with him.

T. Reich handed out an invitation to the Front Street workshop on Wednesday January 20<sup>th</sup> from 4-6 pm at the Great Northern Best Western Premier Hotel. She noted that there will be three options presented and these would be different than the original ones as feedback and input from the master planning process had been incorporated. She encouraged the Board members to attend as the conclusions will be included in the master plan. This would be the first project completed from the master plan as well.

**Economic Restructuring:** T. Reich mentioned the third and final charrette would be held Tuesday January 26<sup>th</sup> from 5:30 – 8 pm at the Holiday Inn downtown. The Charrette would open with a brief open house followed by an overview presentation by the consultants and table exercises to work on some objectives that had more than one solution presented. The input from the final charrette would be incorporated into the final draft which will be presented at the February HBID Board meeting. T. Reich noted that the Board may need to meet a second time in February to adopt the Master Plan to ensure there was sufficient time to review the plan. After HBID adopts the plan, it will be presented to the City/County planning board for adoption as an amendment to the growth plan; it will then be presented to the City Commission for adoption. S. Sharpe suggested the Steering Committee should be given the draft after the charrette and before the HBID Board reviews to provide additional feedback.

#### ***Downtown Helena, Inc.***

D. Torgerson mentioned the gift card marketing was successful as mentioned before; overall, the new gift card program has been well received by both customers and merchants. Alive @ Five planning is underway. She inquired about the census project R. Riley was assisting with; he mentioned the professor at Carroll had emailed requesting Rich Ahmann, himself and maybe T. Reich come to the class and sell the project to the students.

#### ***News & Announcements***

T. Reich noted that she would have a more definitive timeline for the office move later this week hopefully but the move would be completed by March 1 at the very latest.

There were no other news or announcements.

#### **Motion: To Adjourn**

**J. Merickel motioned/B. Crane seconded/motion passed.**

Meeting adjourned at 5:20 pm