



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

**February 9, 2016
Minutes**

ATTENDANCE

Board Members Present: Al Roy, Kathleen Harrington, Bill Crane, Rex Seeley

Board Members Absent: Randy Riley, Mark Roylance, Judy Merickel

City Commission Liaison: Ed Noonan

Helena Citizens Council Liaison: Paul Pacini

Staff: Tracy Reich

Al Roy called the meeting to order at 4:12 pm and welcomed Commissioner Ed Noonan to the HBID Board.

Public Comment – there was no public comment

Consent Agenda

Motion: Approve the Consent Agenda

A. Roy moved/K. Harrington seconded/motion passed

Board Annual Administrative Items

T. Reich discussed the Financial Policies. All policies will be updated with procedures from the new Gift Card Program. The program is now PCI compliant after completing the necessary security measures. K. Harrington mentioned a typo in the bylaws located in the footer. HBID Staff will correct the typo. The board proceeded to discuss the newly implemented Gift Card Program. The Mastercard gift cards are based on a closed loop system. T. Reich explained that the cards can only be used at member locations that are activated. The increase in security systems, and new safes are mandatory for security compliance. P. Pacini commented on his experience after purchasing three gift cards for Christmas. P. Pacini reviewed the enclosed Mastercard language stating the annual fees. P. Pacini voiced a complaint to the DHI regarding the annual fees, and is suggesting that clearer “normal English” language is included with the purchase to clarify the confusion of Mastercard’s enclosure. T. Reich stated that the enclosure is mandatory by law, and the new cards have clearer language. T. Reich will deliver P. Pacini’s suggestions at the next DHI meeting.

Review By-Laws, Review Roles & Responsibilities

T. Reich discussed by-laws and roles and responsibilities. B. Crane stated that roles are intact, procedures are important, and policies necessary. R. Riley who was not present, suggested that committee appointments be postponed.

Motion: Delay Committee Appointments

B. Crane moved to delay the discussion/A. Roy seconded/motion passed

Election of Officers

A. Roy suggested waiting until M. Roylance, R. Riley and J. Merickel are present to elect officers. The board discussed that each position is elected annually and that there isn't a succession from one position to another.

Motion: Delay Election of Officers

A. Roy moved/B. Crane seconded/motion passed

Committee Reports

Executive Committee

A. Roy discussed the Board Retreat stating there was lots to learn in an invigorating and exciting environment. The Post-Its established a lot of overlapping and similarity in goals and ideas and the retreat was well worth the time. A. Roy thanked T. Reich for organizing the retreat.

A. Roy and R. Riley are in the process of the annual Executive Director review, and expect to complete soon.

Organization

T. Reich stated the February 23, 2016 Work session will not be a normal session. B. Crane discussed that the Master Plan may have many changes in a short time period. T. Reich stated the Charrette feedback will be taken seriously and the consultants would take the changes one step further. T. Reich suggests exchanging March 9th's Board Meeting for the Work Session on March 22. Therefore, March 9 would be a work session for the annual budget and work plan, and the next scheduled Board Meeting will be held March 22. An additional special Board Meeting can be scheduled for any Master Plan delays. B. Crane confirmed that the work sessions should be back-to-back, and the next Board Meeting scheduled for March 22.

Marketing & Communications

T. Reich conveyed the marketing update in lieu of Judy Merickel's absence. T. Reich said the plan is moving forward, and it was determined the draft of the downtown map should be like the Boulder Colorado layout. Dennis McCahon was suggested to hand draw the map. McCahon has not been contacted, but the committee thinks that route is best due to it being the more personal and artistic product.

Signage at the office has been finalized and will be installed for the relocation of the Business Improvement District's office. The logos will be on the door with new stylized orange numbers and the ad tagline. The sign will not be perforated to look out, but is instead scaled for pedestrians at a lower level.

Beautification

K. Harrington updated the board on the landscaping developments. E. Noonan gave a nudge to the City who agreed to split the cost of the ultrasound on the 300 Block of North Last Chance Gulch. T. Reich verified that the cost would be a maximum of \$2,000. The Board proceeded to discuss the removal of the pink concrete raised planting areas. The removal of the planters will be replaced with light posts and trees. R. Seeley mentioned the popularity of park benches in front of Montana Outdoor Sports. It was noted that park benches are well used but must be secured properly.

Economic Restructuring

T. Reich discussed the progress of the Master Plan. Consultants are making drafts quickly. T. Reich expects to have an update by the end of the week or Tuesday, restating the hope that the changes from Stage A to B have been taken one step further. The Master Plan will be reviewed in the forthcoming work session, and will incorporate feedback and public comment. A final plan will be adopted at the next Board Meeting. Department Heads have been actively involved with ample time to sort through the feedback. The Master Plan is set to pass at the Board Meeting, then Joint City Planning Board, then present to the City Council for adoption, then implemented.

Downtown Helena, Inc. Updates

A. Roy updated the board for DHI; Donna sends her regrets. The Gift Card concerns will be addressed. Wedding Stroll, Spring Art and Alive @ Five planning is well underway. A. Roy proceeded regarding the Membership Drive headed by Rick Ahmann, DHI Membership. The membership drive hopes to recruit many more existing and new businesses to the downtown area. A. Roy also encourages HBID board members to visit DHI meetings.

A. Roy stated that the Master Plan should be the driving force for HBID's planning, and encourages it to be reviewed annually to not lose sight of the end goal. T. Reich stated that the HBID Board will be reviewing the Master Plan monthly instead of annually.

News and Announcements

T. Reich stated that no date had been set for moving the HBID/DHI office yet. Several planning details are in process, and should be completed soon. T. Reich applied with a 500-word essay for the "Small Business Revolution on Main Street" award. T. Reich has also convened the Myrna Loy, Grandstreet Theatre, and Holter Museum of Art to collaborate on the Art Place America grant who has designated five states to which the funding should be directed, with Montana included in that five. During their meetings, cultural-wayfinding, public safety, and youth education have been the focus. Installing a Gold Trail to lead visitors to cultural landmarks, having the Afterschool Teen Arts Council (ATAC) from the Holter Museum of Art design wraps for the utility boxes, and having a permanent community structure installed in Women's Park were discussed.

A. Roy mentioned the expansion and continuation of new banners on Cruse Avenue. T. Reich stated that none should be installed there and will be removed since they were not part of the plan.

The board discussed ways of using different anchors for parking, and how different projects can enable that. T. Reich stated that the pedestrian trail name, "The Gold Vein", was her favorite. B. Crane is in full support of public art.

A. Roy asked if literature was available at lodging places outside of the downtown district. T. Reich hopes to make literature available in the future to draw tourists.

There were no other news or announcements.

Motion: To Adjourn

A. Roy motioned/K. Harrington seconded/motion passed.

Meeting adjourned at 4:52 pm