

Helena Business Improvement District
Board of Trustees Annual Retreat Minutes
 Thursday, May 31st, 3:30 p.m.
 Valley Bank – 321 Fuller Ave, Helena, MT 59601

Board Members Present: Mark R., Al R., Rex S., Steven P.

Public:

Staff: Micky Z. - HBID Executive Director,

Agenda

Discussion

Motion/Action

Welcome	Work session was called to order by Board Chair Mark Roylance at 3:36 p.m.	
Public Comment	Micky shared with the Board this Tuesday, June 5 at 1:30, Craig and Amy from City Parks will meet at the office to begin a tour of downtown to discuss who is responsible for what. Board members are invited to join.	
Insurance Policy	The Board further discussed options for changing to a lower premium with a higher deductible for health insurance.	Rex moved to change to a silver plan with either BCBS or Pacific Source with Micky making the decision as to which one is best per Teri Palmer's recommendation. Steven seconds the motion. Motion passes. Action: Micky will correspond with Teri (PayneWest representative) and start the paperwork to change insurance policies for permanent HBID employees. Action: The Board would like insurance policy to be reviewed each year and added to the Governance Calendar.
Banner Program	The Streetscape Committee (Rex and Steven) met with Micky to review the Banner Program Resource Guide. All Board members were given copies via email last week and asked to bring edits or recommendations to the work session for discussion.	Action: Board requested "unless the business is a member of Downtown Helena, Inc." to be removed from page 2 last paragraph. Micky will share the draft document with BCBS Gov. Cup representatives, Kevin from the Farmers Market, and Lisa from GNTC for any feedback.
Checking account change	Last month Julia and Micky noticed a checking account fee for \$12 for the account going below \$3000. Micky suggested moving the account to Valley Bank.	Action: The Board agreed to move the HBID checking account from Wells Fargo to Valley Bank. Micky and Mark will work on this change.

Wayfinding recommendation to Karen Lane	Karen presented at the May Board meeting and today the Board is to make their recommendation for the “area map” to be placed in downtown. The Board needs to make a decision regarding 1) you are here and 2) what does our sign need to include.	Action: The Board suggested the sign be near the intersection of LCG and Lyndale near the muffler shop. Al agreed to follow up with the owner and see if we could use that space.
Staffing	<p>Micky updated the Board on current staff. All summer staff (12) have been hired for HBID seasonal/event work and Alive @ Five. Cindy has been out of the office sick.</p> <p>Micky also suggested the desire for a marketing person to fill Julia and Dan’s position. This would restructure the office dynamics. Micky would like to work with HBID and DHI Boards and create an office dynamic which will meet the mission and vision statements for both organizations and review the current MOU and Contract for Services.</p>	
Storage Unit	Continuing to look for a better location.	
Marketing for Renewal	Discussion on options for the 2020 renewal included listing the accomplishments over the last 10 years, quarterly newsletters, and Board members all given a section of the district to go door to door and meet with property owners.	Action: Board suggested we put together a postcard and have Action Print mail them. Micky will work on a postcard with information and provide it to the Board at the next meeting.
Next Meeting and Adjourn	June 28 th . Meeting adjourned at 5:20 p.m.	
Respectfully submitted: Micky Zurcher		