

**Helena Business Improvement District**  
**Board of Trustees Meeting**  
 Tuesday, January 9<sup>th</sup>, 2019, 4:00  
 Valley Bank

**Board Members Present:** Mark R., Al R., Rex S., Lee S., Ryan S., Christopher T.,

**Public:** Commissioner Noonan, Francois Z., Sean M.

**Staff:** Micky Z. - HBID Executive Director

**Agenda**

**Discussion**

**Motion/Action**

Welcome & Introductions	At 4:09 p.m. Board Chair, Mark Roylance, called the meeting to order.	
Public Comment	None	
Approve December special meeting & November Board minutes	None	Motion by Al to approve the December special meeting & November Board minutes, seconded by Christopher. Motion passes.
Approve December & November financials	None	Motion by Al to approve the December and November financials, seconded by Rex. Motion passes.
Committee Reports a. ED b. Streetscape c. Marketing/Promotion d. Temporary – Organization e. DHI	Sean Morrison arrives at 4:25 p.m.  Micky reported additional news under streetscape that the sponsored Silver Star Snowflake was put up today.  Francois discussed the MOU and Contract and expressed clarification on 1.3.5 Gift Card Program. Further discussion regarding the future of the gift card program commenced with no decision being made. However, it was determined that the current structure is not beneficial to downtown or staff.	Action: It was decided to eliminate the verbiage, “and supplies needed to make gift cards available for sale” under 1.3.5.
New Business a. Retreat draft agenda b. World Community Development Conference – Dundee, Scotland c. Marketing	Micky presented the draft of the Feb. retreat agenda along with the draft 19/20 budget. Next meeting will be the retreat to be held at Silver Star in the Max Baucus meeting room. A menu was passed around for Board members to select their lunch.  Micky asked for an additional \$3000 to attend the World Community Development Conference in Dundee, Scotland in June. The request was made because the travel budget for FY 18/19 would not cover the costs. Micky informed the Board the presentation would be on <i>Building Beyond the Façade: Layering Downtown Spillover Investment</i> . This is the research project Micky is collaborating on with Huston Gibson and Tash Wisemiller. The research highlights the three grantees who were awarded the Façade grants in April of 2018.  Micky informed the Board she and Cassidy had reached out to Board members Christopher (BID) and Sean (DHI) to be the “joint marketing committee.” Cassidy has designed a 2019 Strategic Marketing Plan and has shared this with them. Ryan asked to be on the committee and Micky declined his request.	Action: Micky was asked to leave the room so the Board could discuss funding her to go to Scotland. A decision was made, (no vote), based on these factors: 1. Budget 2. Public perception from property owners 3. Perception of value  It was suggested that she find an alternative form of financing/grant. The Board approved her to go if she found her own financing and had the time.

	Further discussion on what the joint marketing committee would look like commenced including clarification on who approves what. Micky requested a formula be determined to help set the line item for the marketing budget. No decision was made regarding this request.	Action: The joint marketing committee will meet at 5:00 this Wednesday.
<p>Old Business</p> <ul style="list-style-type: none"> <li>a. Camera's on LCG</li> <li>b. Wayfinding</li> <li>c. MOU and Contract for Services</li> <li>d. DHI Gift Cards</li> <li>e. Trolley</li> <li>f. LCG 300 block trees</li> </ul>	<p>The MOU and Contract are close to being signed from the BID. Lee, Francois, and Micky addressed a few last minute concerns after the meeting to clean up some additional language.</p> <p>DHI gift card discussion took place under Francois's DHI report.</p> <p>Commissioner Noonan left at 5:45 p.m.</p> <p>Al suggested the Board not renew their MOU with the City for the Trolley. Al has been in communication with Elroy.</p>	<p>Action: discussion on a.b. and adding g. "graffiti" were moved to the next meeting.</p> <p>Action: Francois will present the Contract and MOU to the DHI Board tomorrow at their Board meeting with the updated changes made. Lee will get the changes made and sent to Micky to forward to all Board members for one final opportunity to make suggestions.</p> <p>Motion by Al at the end of the FY the ED should not renew the trolley MOU, seconded by Lee. Motion passes. Rex abstains.</p> <p>Action: Time was running out to discuss f. and thus it was suggested to move f. to the retreat agenda.</p>
News & Announcements	<p>Al shared he would like the Board to allow the ED and staff to do their jobs and not micro-manage them.</p> <p>Al suggested work sessions cease unless there is a reason to hold a special meeting. Al also suggested the Vice-Chair have authority over who represent the BID Board at DHI meetings.</p> <p>Micky reminded everyone the next meeting is the retreat</p>	
Next Board meeting	February 21 <sup>st</sup> , 8 a.m. – 5 p.m. at Silver Star Baucus Room	
Adjourn	Meeting ended at 6:06 p.m.	
Respectfully submitted: Micky Zurcher		