**Downtown Helena Inc.**

Board of Directors Meeting

Wednesday, January 9th, 2019, 8:30

Valley Bank

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| **Board Members Present:** | Francois Z., Sean M., Kevin S., Steve D., Trevor P., Rex S. | | |
| **Public:** | Dave H., Tim N., Rick A. | | |
| **Staff:** | Cassidy Mercer, Brianna Steele | | |
| **Agenda** | **Discussion** | | **Motion/Action** |
| Welcome & Introductions | At 8:37 a.m. Board President, Francois Zanni, called the meeting to order. | |  |
| Public Comment | None | |  |
| Approve December Financials | Dave H. and Tim N. left at 9:00  None | | Motion by Steve to approve the December financials, seconded by Sean. Motion passes. |
| New Business   1. Approve MOU and Contract for Services 2. Approve FY 2019 Budget 3. By-laws 4. Membership 5. Marketing 6. Sponsorship Package | Francois decided to discuss the MOU before budget. He brought up that minor changes were made at BID meeting last night. Key areas he pointed out were the section on gift cards, and the marketing budget. Discussed the relationship between DHI and BID and the importance of continuing moving forward. The joint marketing committee was mentioned, as they will be discussing gift cards.  2019 Budget discussion included the joint marketing committee, they will look for ways to get sponsorships in order to generate revenue. Francois pointed out that around half of member dues have come in and are due by end of Jan. Rex asked about the distinction about a $100 Friend members. Rick asked about an awning expense and reminded that the plan was for the residual to go towards gift card credit after awning was paid.  Francois asked board members to look at the changes Micky has made to the by-laws before the next meeting.  Cassidy gave a membership update on the drop in members, the January follow-up email that was sent, and the packet drop off to those who’ve paid. Francois mentioned the membership committee will meet in Feb to split up businesses to reach out to. Sean questioned why there is a loss in members, to which Cassidy gave the top reasons she has heard from past members and that this was an anticipated drop in membership for 2019. Rick mentioned the loss of the perfect gift during the holiday season this year. Agreement that there should be a platform that DHI brings to the next membership meeting in regards to what we’re doing.  Francois brought up how marketing will solidify the relationship between DHI and BID moving forward.  Rick asked if the name of the sponsorship packet should be event specific. Discussion followed on why this packet is event specific-to allow more than one exclusive sponsor. Rick stated that exclusive sponsorships should be an option but at a much larger amount. Sean expressed confusion on Alive at Five’s inclusion in the packet. Rick would like to sponsor Kid’s Fall Fest again in 2019. | | Motion by Rex to approve the MOU and Contract for Services, seconded by Trevor. Motion passes  Motion by Rex to approve the FY 2019 Budget, seconded by Kevin. Motion passes  Action: Need to have a conversation with DHI members about the 2019 plans for DHI and BID  Action: Joint marketing committee meets tonight at 5  Action: Edit on Alive at Five needs to be made to package |
| Old Business   1. General Membership Meeting | Francois encouraged the board to be informed and ready for the feedback in concerns to the parking update that will take place at the meeting next week. Sean commented that the app is a positive piece because it already exists in other cities so it will be easily transferred and the continuity is important. Rick commented on the importance of this in relation to the Master Plan. This was all in response to the parking update given to the board from Dave and Tim from HPC. | |  |
| BID Report | Francois stated the need for a BID representative at DHI board meetings, in order to continue the work that has been done to strengthen this relationship there should continue to be the presence of each organization at the board meetings. | |  |
| News & Announcements | Brianna brought up the work being done by the staff to improve social media presence. Rick mentioned using another downtown’s model for Instagram and showcasing the people not the products. | |  |
| Next Board meeting | March 13th, 8:30 a.m. – Micky and Francois are gone in February | |  |
| Adjourn | Meeting ended at 9:42 a.m. | |  |
| Respectfully submitted: Cassidy Mercer |  | |  |
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