**Downtown Helena Inc.**

Board of Directors Meeting

Tuesday, March 12, 2019, 8:30 AM

Chamber Building

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| **Board Members Present:** | Sean M., Kevin S., Steve D., Trevor P., Rex S., Riley T., Kiki M. | | |
| **Public:** | N/A | | |
| **Staff:** | Cassidy Mercer, Micky Zurcher | | |
| **Agenda** | **Discussion** | | **Motion/Action** |
| Welcome & Introductions | At 8:31 a.m. Board President, Kevin Skaalure, called the meeting to order. | |  |
| Public Comment | None | |  |
| Approve January and February Minutes |  | | Motion by Kevin to approve the Jan and Feb minutes, seconded by Rex. Motion passes. |
| Approve January Financials | Micky explained that according to the MOU there is no joint marketing budget. Marketing falls under the management fee the DHI pays to BID. Making this change puts us at a net income, where we were showing a net loss. Rex asked for clarification on how we fund marketing and Micky said that if we need to market an event we would have to find a sponsor. Micky presented revised sponsor package to the board members. | | Motion by Steve to approve the Jan financials, seconded by Sean. Motion passes. |
| New Business   1. Discuss Bylaws 2. Discuss downtown identity 3. Event Update | Micky asked for a committee to review the bylaws with her edits and help. She adjusted them so far based on our operations.  The staff is using Distinctly Helena, Uniquely Downtown moving forward in an effort to bring both organizations under one brand. It will also drive our joint marketing efforts.  Cassidy gave an update on Alive at Five, band line up, vendors, and group sponsorship opportunity to be presented at General Membership meeting next week. Micky gave a brief Roll & Stroll/Spring Art Walk update. Riley brought up the concern that businesses who are not members will participate and asked if there was a way to manage that. We will use what we have to promote our members who are participating by including them on the map, giving posters, etc. | | Action: Kevin asked for volunteers. Kiki and Sean volunteered to work with Micky on this. |
| Old Business   1. Elect person to represent DHI at Bid board meetings 2. Meeting Locations 3. Sponsorship Package | Rex would like the support of another board member at the meetings.  Meetings need to be held in a space that is open to the public. | | Action: Kevin asked for volunteers. Riley will represent with Sean as a back up.  Action: DHI board meetings will happen on Tuesday mornings at 8:30 AM in the Chamber building conference room. |
| Committee Reports   1. Membership and Marketing coordinator 2. ED 3. Joint Marketing Committee 4. Membership Committee 5. Gift Card Committee | Cassidy gave update on membership. Our numbers are up to 86 members. The committee has been working to reach out to business owners. At the end of the month those who have not renewed will be given a final notice and removed from the gift card program. We will not do a prorated fee if businesses join late. Kevin will reach out to Point S about the Friend payment  Micky sends out her ED report to BID board.  Cassidy presented strategic marketing plan. Sean stated that the high level goal for the committee is through our marketing efforts to have pieces that will live on and be used for years to come. Riley clarified that this is the total amount for marketing. Cassidy and Micky discussed the Welcome Packet and all of the elements to be included. The board was also presented with the Product Design Proposal from Allie Reynolds.  No further membership updates.  No further gift card updates. | | Action: Cassidy will start sending Micky’s report to DHI board.  Action: Cassidy will send strategic marketing plan to the board. |
| News & Announcements | Micky will be presenting at the Mainstreet Conference in Seattle next week, she will be out of the office. Trevor mentioned that 5 new businesses will be moving into Jackson St soon. | | Action: Have Welcome Packets ready for businesses |
| Next Board meeting | April 9th at 8:30 AM- joint board meeting | |  |
| Adjourn | Meeting ended at 9:42 a.m. | |  |
| Respectfully submitted: Cassidy Mercer |  | |  |
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