

Helena Business Improvement District

Board of Trustees Minutes

Thursday, February 21, 2019, 8 a.m. to 5 p.m.,

Max Baucus Room Silver Star

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

Public: Commissioner Noonan, Sean M., Brian E., City Manager Ana Cortez, Bill and Jody C., Interim City Parks Director Craig M., Paul L., Allie R., Anna S., Andrea O.

Staff: Micky Z. - HBID Executive Director, Cassidy Mercer, Brianna Steele

Agenda

Discussion

Motion/Action

Icebreaker with Brian Elliott, SOVRN	<p>At 8:05 board chair, Mark Roylance, called the annual board retreat to order. Introductions were made and Brian began his presentation. Highlights from Brian</p> <ul style="list-style-type: none"> • Marketing storytelling of who you are, what you do, and what you do not do (identity-based marketing) • Showcase folks experience and what Helena has to offer (outdoor recreation access) • Wayfinding and signage from the airport directing folks to the district • Find ways to connect to the community • Google analytics and willing to assist staff • Take the messaging of “Why Helena” • Market your purpose <p>Christopher arrived at 8:09 a.m. Commissioner Noonan arrived 8:30 a.m. Brian finished and left and 8:59 a.m.</p>	
<p>Business meeting</p> <ol style="list-style-type: none"> a. Public comment b. Approve January minutes c. Approve January financials d. Committee reports e. New business f. Location of meetings g. Board members sign conflict of interest policy h. Review bylaws <p>(rest of the business meeting agenda was tabled and moved to a February 26 board meeting)</p>	<p>Public comment: Ryan requested a P&L for Parade of Lights</p> <p>In addition to submitted reports, Ryan added an update on the gift cards. Rex indicated it would be his preference to get out of our current contract for gift cards. At the Downtown Helena general board meeting yesterday, DHI board member, Riley, indicated he was checking with Valley Bank to see if they could/would take over gift cards. More to come.</p> <p>Micky expressed to the board the desire to move locations of both BID and DHI board meetings as the Valley Bank is closed to the public during our open meetings.</p> <p>Ana Cortez arrived at 9:22 a.m.</p> <p>Board meeting was tabled</p> <p>Andrea O. arrived at 9:25 a.m.</p>	<p>Action: Micky will provide Ryan with the P&L</p> <p>Motion by Rex to approve the January minutes, seconded by Ryan. Motion passes.</p> <p>Motion by Rex to approve the January financials, seconded by Christopher. Motion passes.</p> <p>Action: Micky will check with Troy Sampson, City facilities manager, about coming back to the Chamber for our board meetings.</p>
Q&A with City manager Ana Cortez	<p>Ana joined the board retreat where she expressed her success will rely on the partnership with the downtown organization’s success. The Commission have tasked her with downtown as a priority.</p> <p>Bill and Jody C. arrived at 10:15 a.m. Commissioner Noonan left at 10:21 a.m. Ana left at 10:26 p.m.</p>	

<p>Budget with Bill and Jody Crane</p> <ul style="list-style-type: none"> a. Reserve policy b. Capital reserves line item in budget c. Parking passes 	<p>At 10:49 Bill did an overview explaining to the board their fiduciary responsibility. He explained how to look at a balance sheet and P&L and that a board member should always understand financials at a fundamental level.</p> <p>Bill expressed a capital reserves policy should indicate the purpose and the requirements for action. He also suggested a third account as an option.</p> <p>After an in-depth review of the January financials, Micky suggested to the Board that the staff receive a \$20 stipend for the use of their personal cell phones for social media.</p> <p>Jody explained that parking is being debated on whether a business can expense parking on taxes. More to come.</p>	<p>Action: Al said the organization committee of him, and Lee would put together a reserve policy.</p> <p>Motion by Al to give Cassidy and Brianna \$20 monthly stipend, to be retroactive beginning in January 2019, for their DHI and BID social media cell phone usage, seconded by Christopher. Motion passes.</p>
<p>Lunch</p>	<p>Lunch was served by Silver Star Cassidy M. and Brianna S. arrived at 11:35 a.m. Bill and Jody leave at noon Brian arrived at 12:10 p.m.</p> <p>With a little bit of time before the next presentation, the board business meeting commenced at 12:20 p.m. The discussion jumped to Old Business (g.) trolley. After further investigation, Al would like the board to reconsider the MOU with the City and BID act as the administrators of the trolley.</p> <p>Brianna left at 12:25 p.m. Craig arrived at 12:28 p.m.</p>	<p>Motion by Al to revert the January motion of renewing the trolley MOU, seconded by Rex. Motion passes.</p>
<p>300 block, LCG from Neil to Lyndale trees with Craig Marr, Interim City Parks Director</p>	<p>Craig indicated he ran into Ana and she said the tree issue was resolved. Further discussion on trees further north on LCG was discussed as well as electrical power on LCG and in Pioneer Park.</p> <p>Craig indicated he would get back to Micky on power in Pioneer Park.</p> <p>Sean M., Allie R., and Anna S. arrived at 12:45 p.m. Andrea arrived at 12:52 p.m.</p> <p>Craig indicates the public art committee may look at graffiti removal on the women's mural. Brian shared he offered parks a tool to remove graffiti.</p> <p>Craig left at 12:55 p.m.</p> <p>Sean asked to speak briefly update the board on what he learned at the state legislature hearing that morning on opportunity zones.</p>	
<p>Join Marketing Plan presentation</p>	<p>Paul L. arrived at 12:59 p.m.</p> <p>Introductions were made and Micky asked Cassidy to give an overview on the progress of the joint marketing committee (Christopher and Sean).</p> <p>Allie and Anna briefly talked about the role our organizations will play in version three of The Local.</p> <p>Brian, Anna, Allie, Cassidy, Sean, and Andrea leave at 2:07 p.m.</p>	
<p>Strategic Plan</p>	<p>Paul was re-introduced to the board and he began a brief overview of Montana Code stressing anytime the board meets to hear, act,</p>	<p>Action: no changes were made to the bylaws.</p>

<ul style="list-style-type: none"> a. How to conduct an effective board meeting b. Review last year's plan c. Plan for 19/20 	<p>or discuss it is the responsibility of the board to public notice the meeting.</p> <p>Micky handed out a spreadsheet showing the results/accomplishments from the 2018/2019 strategic plan. The basis of that plan was used to create the 19/20 strategic plan facilitated by Paul.</p> <p>The board began a specific plan for ways to reach the community for the re-creation.</p> <p>Paul left at 4:50 p.m.</p> <p>The board got back to the business meeting. Discussion commenced regarding updates to the governance calendar. The next topic was to review the financial policies & employee handbook. A question was asked regarding how money gets spent. Micky replied with, the board approves the budget, followed by the Commissioners, and that empowers her to spend the money. Further discussion on this policy was tabled until we meet again.</p> <p>Proposed date is Tuesday, Feb. 26 at 3:30.</p> <p>Mark left at 5:15 p.m.</p>	<p>Action: Micky will make suggested updates to the governance calendar.</p> <p>Action: Micky will update the agenda and send a meeting request to the board for a Tuesday meeting to finish the board retreat business agenda.</p>
<p>Adjourn</p>	<p>Meeting ended at 5:26 p.m.</p>	
<p>Respectfully submitted: Micky Zurcher</p>		