

**Helena Business Improvement District**  
 Board of Trustees Minutes  
 Tuesday, March 22, 2019 – 4:00 p.m.  
 Chamber Building, 225 N Cruse Ave, basement conference room

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

Public: Dave H., Sean M.

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

**Agenda**

**Discussion**

**Motion/Action**

<b><u>Agenda</u></b>	<b><u>Discussion</u></b>	<b><u>Motion/Action</u></b>
Welcome	At 4:04 board chair, Lee Shubert, called the Board of Trustees meeting to order.	
Public Comment	None	
Approve February retreat minutes and work session minutes		Action: Motion to approve February retreat minutes made by Ryan, second by Rex. Motion Passes.  Motion to approve February works session minutes made by Mark, second by Rex. Motion Passes.
Approve February financials	Micky indicated in her email with the P&L and balance sheet that there are funds available for the proposed “welcome packet” but that it wouldn’t be found in the marketing line item. She indicated the packet will cost around \$5000 which would include board shirts. No additional comments or objections were stated regarding the welcome packet cost.	Motion to approve the February financials made by Ryan, second by Mark. Motion Passes.
Committee Reports	Lee asked if anyone had additional comments to add to their committee reports. Nothing was reported.	
Downtown Helena Inc. update	Rex indicated that the joint marketing line item in the DHI budget was not consistent with the MOU and Contract for Services. Micky followed up to state that The Local purchase was split between the two organizations but moving forward DHI will not contribute to the joint marketing plan...funds will be 100% from the BID marketing budget line item.  Riley Tubbs and Sean Morrison will represent DHI at BID meetings.	
New Business a. Approve 2019-2020 budget b. Approve 2019-2020 work plan c. MMS tier advancement d. Committee assignments e. City plan for expanded BID responsibility	Micky went through the proposed 2019-2020 budget with the board. She indicated that there was not much room for changes until there are more revenue streams. Board members raised again the question regarding Micky’s authority to spend the budget. After board members spoke, Micky read Article 8 -Administration, 7.03 Budget and annual work plan to the board from the bylaws. It states, “after approval of the budget by the Board and City Commission no additional approval of approved expenditures is required.”  Micky shared with the board she reached out to Commissioner Noonan to asked what exactly the Commission is looking for in the annual work plan. With Commissioners suggestions, a shorter more concise work plan was presented to the Board. “Objectives” and “2018-2019 accomplishments” were compiled from the retreat. Board members had a few edits and suggestions. No additional news was stated regarding the MMS tier advancement other than to reiterate it will be addressed in October.  Lee asked for volunteers for committees.  City Manager, Ana Cortez, met with City Departments (parking, public works, and parks) and Micky and Lee on Monday March 11. The conversation was a follow up from the board retreat. In addition to the email sent from Lee after that meeting, Lee gave a quick overview of the	Motion to approve the 2019-2020 budget was made by Al and seconded by Rex. Motion passes.  Action: Micky will move file 501C3 paperwork from short term to long term indicating subject to renewal. Micky will add language to short term regarding surplus city property conversation. Micky will add language to the 2018/2019 accomplishments regarding the summer 2019 construction of Front Street.  Motion to approve the 2019-2020 annual work plan with the action items listed above was made by Al and seconded by Mark. Motion passes.  Action: Lee will reach out to John and see which

	<p>conversation and it was suggested we have a work session to discuss further.</p>	<p>committee(s) he is interested in serving.</p> <ul style="list-style-type: none"> <li>• Ad Hoc Organization committee – Al and Lee</li> <li>• Marketing Committee – Christopher, Lee, and Ryan</li> <li>• Streetscape Committee – Rex, Mark, and Lee</li> <li>• Joint Marketing Committee – Sean (DHI) and Christopher</li> </ul> <p>Action: Micky will work with City Manager to find a time for the work session. It was suggested it would not happen until April.</p>
<p>Old Business</p> <ol style="list-style-type: none"> <li>a. Joint marketing presentation</li> <li>b. Re-creation next steps</li> <li>c. Grizzly Security Proposal</li> <li>d. Greg painter and wayfinding</li> </ol>	<p>Cassidy shared with the board the joint marketing strategic plan as well as some current mock ups for the welcome packets. Sean followed up to state Cassidy has done a tremendous job with the marketing plan and reaching out to others. No comments were made regarding the proposed joint marketing plan.</p> <p>Micky indicated her and Lee will meet with Glenn, Thomas, and Ana on Monday to discuss the timeline for re-creation.</p> <p>Security is part of Ana’s “Project Downtown.” Micky stated the grizzly proposal came in at over \$200,000 for a two person team from 6 a.m. to 2 a.m.</p> <p>Al gave a brief update on why Greg Painter is the business being used for the wayfinding sign. Micky learned the sign design will be free as it was part of the grant written by Karen Lane over two years ago.</p>	<p>Action: the joint marketing team will finalize their brand and begin to execute the plan.</p> <p>Action: Micky will reach out to Grizzly and let them know the cost is too much to contract with them.</p> <p>Action: Micky will continue to work with whomever to secure posting the wayfinding sign on the Ped Mall and find out costs.</p>
News & Announcements	<p>Micky announced the third abstract for the project “Building Beyond the Façade: Layering Downtown Spillover Investment” was approved by CDS (Community Development Society). Micky indicated the presentation is in July in Columbia, Missouri. Board members congratulated Micky.</p>	
Next meeting	<p>April 9<sup>th</sup>, 8:30 a.m. – joint meeting with DHI</p>	
Adjourn	<p>Meeting ended at 5:22 p.m.</p>	
<p>Respectfully submitted: Micky Zurcher</p>		