

**Board of Trustees**

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Sean Morrison

Steve Davison

Trevor Parrish

Staff: Micky Zurcher, Executive Director, Cassidy Mercer, Marketing and Membership Coordinator, Brianna Steele, Events and Maintenance Coordinator

**Joint Board Meeting Agenda**

**Tuesday, April 9th, 2019 – 8:30 a.m. – 9:30 a.m.**

**Chamber of Commerce Building – 225 N Cruse Ave, Helena, MT 59601**

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| **Board Members Present:** | John G., Lee S., Rex. S., Ryan., Kevin S., Kiki M., Riley T., Sean M., Steve D., Trevor P – All DHI members were present |
| **Public:** | None |
| **Staff:** | Micky Z. - HBID Executive Director, Cassidy M., Brianna S. |
| **Agenda** | **Discussion** | **Motion/Action** |
| Welcome & Introductions | The regular scheduled meeting of the DHI and HBID Boards was called to order by DHI President, Kevin Skaalure, at 8:32 a.m. and introductions were made. |  |
| Public Comment | None |  |
| Approve October 2018 joint board minutes |  | Motion to approve the October 2018 joint board minutes was made by Kiki. Seconded by Sean. Motion passed. |
| Committee Reports1. Staff
2. Joint Marketing

Welcome Packet | Micky asked if there were any questions from her ED report and memo from her experience at the National Main Street Conference. She added she has received great feedback and outreach from folks who attended her co-presented session: *Building Beyond the Façade: Layering Downtown Spillover Investment*. Lee and Rex added kudos to Micky.Sean and Cassidy provided updates from the Joint Marketing committee. The Local add has been confirmed and continued conversations with A&M Marketing on our branding design are still in progress. Our next meeting is April 18th. The goal is to have our new welcome packet items ready by Roll N Stroll (May 18th).  |  |
| Events with Brianna Steele | Bree updated the boards on progress and momentum for the upcoming Spring Art Walk and Roll N Stroll. We have two sponsors for Roll N Stroll: Blue Cross and Blue Shield $1000 and AtoZ, amount to be determined but the sponsorship is for bike helmets to be given away at the event. She also said we hope to have a BID booth and will be looking for BID Board members to sign up to man the booth. Bree also provided the dates of the rest of 2019 DHI hosted events. |  |
| Alive at Five with Cassidy Mercer | Cassidy gave an overview on the 2019 Alive at Five season: * All bands have been confirmed but one,
* Have 1/11 band sponsors,
* Working out details/MOU for the rain out location at Civic Center
* Working with our third and final year of contract with sound
* Cassidy and Micky have meetings set up in the next couple of weeks to approach band sponsors: SOFI, Boeing
* TIPS certification date is scheduled for May 21st
 |  |
| Board contact list updates | Micky asked if any edits needed to be made to the latest board contact list that was emailed. Kiki, Sean, and Micky have started the process of DHI bylaws review and are requesting Kevin stay on as Board President until January 31st, 2020. Trevor and Steve indicated their terms ended this year as well.  | Action: further discussion regarding bylaws and DHI terms will be on the DHI May meeting. |
| 501c3 name vote | Micky handed out ballots for the group to vote on the 501c3 name. Options were:* HI-BID (Helena’s Incredible)
* H-Eye BID (keep your eye on Helena)
* Heart of Helena
* Heartbeat of Helena
* Heart of Helena’s Economic Development
* Downtown Helena Momentum Builders
* Advocates for Downtown Helena
* Uptown Downtown Merchants & Community Association
 | Action: results from the vote1st – Heart of Helena (4)2nd – Advocates for Downtown Helena (3)3rd – Heartbeat of Helena (2)4th, 5th, 6th, - Hi-BID (1), Heart of Helena’s Economic Development (1), Uptown Merchants & Community Association (1) |
| Funding for Marlow Market | Lee suggested an option to fund Marlow Market by creating a co-op. Lee has requested the DHI and HBID Board members would be the commissioners of the co-op. The idea generated some good response.  | Action: Lee will continue the conversation with the HBID board. |
| Citysourced app suggestions | Micky provided some information on an app the city is currently working on creating which will allow services to be requested through the design of the app. Micky hopes HBID/DHI could benefit from events and receptacle comments options on the app. Micky asked for any other suggestions. |  |
| Façade improvement committee members | Micky indicated the façade grant application closes on Friday. She hopes to have the committee meet on April 22 or April 23 to select the recipients. Micky has asked Pam Attardo to sit on the committee and wants one DHI and one HBID board member to also serve. She will look for two other community at large committee members.  | Action: John and Kiki volunteered to sit on the committee. |
| Staff/summer update | Micky has interviewed several folks for the maintenance assistance position, Alive at Five, and Downtown Ambassador Intern. All positions are paid. |  |
| Calendar Update | Micky handed out the Calendar Poster for everyone to help advertise for photos. Micky indicated she has had an initial meeting with Valley Bank about partnering on the project. Lee worked with Micky to update the official rules of the contest. Micky also indicated that if we partner with Valley Bank we may need to find a different print location. | Action: Micky/staff will get the poster posted on our social media/website along with the official rules. |
| Pilot Project | Micky handed out the HBID ten-year report and indicated that all property owners would be receiving that report, cover letter written by Lee, and the petitions for the renewal in the coming weeks. Lee updated the Boards on the two-year pilot project proposed by the City. Further discussion on implementation will happen at the HBID work session at 4:00 this afternoon. |  |
| News and Accountments | Micky informed the group that next week’s general membership meeting will begin with City Manager, Ana Cortez, coming to meet/greet with folks followed by a presentation from Toby DeWolf and Kev Hamm regarding their upcoming summer events. |  |
| Next Meeting | October 8th, 2019 – 4:00-5:00 p.m. Chamber |  |
| Adjourn | Meeting adjourned at 9:38 a.m. | Motion to adjourn the meeting was made by Rex. Seconded by Steve.  |
| Respectfully submitted: Micky Zurcher |