

Downtown Helena Inc.
Board of Directors Meeting
 Tuesday, August 13, 2019, 8:30 AM
 Chamber Building

Board Members Present: Sean M., Kevin S., Rex S., Steve D., Riley T.

Staff: Cassidy Mercer, Micky Zurcher
Public: Patrick Sandiland

Agenda

Discussion

Motion/Action

Welcome & Introductions	DHI Board President Kevin S. called the meeting to order at 8:34 a.m.	
Public Comment	Patrick expressed his interest in being more involved with Downtown Helena as a community member	
Approve July Minutes		Motion by Sean to approve the June minutes. Seconded by Rex. Motion passes.
Approve July Financials	The financials were not ready in time for the meeting. Micky gave an update on Alive at Five, as we are currently 32,000 under our projected budget	Action: Approve July financials at Sept meeting
New Business a. Deck the Halls contest awards i. 1st prize = free 2020 membership ii. 2nd prize = 50% off 2020 membership iii. 3rd prize = 20% off 2020 membership b. Riley's participation in Small Business Saturday and Santa c. Small Business Saturday d. Holiday Moments Happen Downtown marketing e. The Local f. Membership Committee g. Quarterly Joint Meeting	<p>For decorating this year we need to talk with the fire marshal ahead of time in order to prepare businesses for any problems they might run into. If he can give us something for all the businesses to reference that would be helpful.</p> <p>Santa will go from breakfast at Bert and Ernie's to Ten Mile.</p> <p>We will run the SBS bag promotion with interested businesses. DHI will have a presence at pop up locations. We will sell gift cards and give away a bag with purchase of one.</p> <p>Micky is planning to eventually present the downtown holiday plan to the commission. We will need the support of the city on this and the input of dept heads in order to succeed.</p> <p>The Local will not be a marketing priority at the moment. There is interest in the calendar of events but for now we will move forward with Micky's proposed marketing plan.</p> <p>Cassidy gave recommendations to the board on the structure of the membership committee. That is how we will move forward as we dissolve the current committee and recruit new committee members. We will reach out to DHI membership to see if they have recommendations and to solidify the purpose of the committee moving forward.</p> <p>The joint quarterly meetings were discussed, whether or not they are a productive use of time. We need to have a presence at city meetings moving forward. If we continue those meetings we need to invite people to attend so the city and commissioners feel it is worth their time.</p>	<p>Motion by Rex to approve the prize structure. Seconded by Sean. Motion passes.</p> <p>Action: Micky will reach out to the fire marshal</p> <p>Action: Cassidy will reach out to membership regarding the future of the membership committee</p> <p>Action: attend meetings with the city and let DHI members know about them</p>
Old Business a. Downtown Helena Field Guide b. Bylaws	There will be a week to give any edits on the field guide before it is given to the membership for edits.	

<p>Committee Reports</p> <ul style="list-style-type: none"> a. Joint marking committee b. Membership committee c. Events committee d. ED Report e. Membership and marketing Coordinator Report 	<p>Registration is open for all the upcoming events. Reminders are going to businesses that we will decide on dates for next year's events at the October board meeting.</p>	
<p>News & Announcements</p>	<p>Bree will be on vacation until Sept 3rd. Kevin will not be at the board meeting next month. Micky and Cassidy registered for MT Mainstreet Conference. Bree was accepted to Leadership Helena.</p>	
<p>Next Board meeting</p>	<p>September 10th, 8:30 a.m. - Chamber</p>	
<p>Adjourn</p>		<p>Motion to adjourn the meeting was made at 10:01 a.m. by Sean, seconded by Riley.</p>
<p>Respectfully submitted: Cassidy Mercer</p>		