



#### Board of Trustees

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#### Board of Directors

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*Micky Zurcher* Executive Director  
*Cassidy Mercer* Marketing and Membership Coordinator  
*Brianna Steele* Events and Maintenance Coordinator

### Joint HBID and DHI Board Meeting

Tuesday, October 8<sup>th</sup>, 2019 – 3:30 p.m. – 5:00 p.m.  
Chamber of Commerce Building – 225 N Cruse Ave, Helena, MT 59601

#### Agenda

- I. Welcome and Introductions
- II. Public Comment
- III. Approve April 2019 joint board minutes
- IV. 2020 Plan
  - a. Events (proposed dates fall on same timeline as 2019)
    - i. Spring Art Walk – May 8th
    - ii. Roll N’ Stroll – May 16
    - iii. Alive at Five – June 3 – August 12
    - iv. Kids’ Fall Fest – October 10
    - v. Trick or Treat – October 31
    - vi. Fall Art Walk – November 13
    - vii. Parade of Lights – November 27
    - viii. Breakfast with Santa – November 28
    - ix. Small Business Saturday – November 28
    - x. Other?
  - b. Marketing
    - i. Holidays
    - ii. Gift Cards
    - iii. Calendar
    - iv. Other
- V. Parade of Lights float?
- VI. MOU
- VII. Gift Card Program
  - a. 2019 Numbers
  - b. 5-year review
- VIII. Joint quarterly meeting November 5, 7:30 a.m.
- IX. Trolley
- X. Update on BID creation status
- XI. News and Announcements
- XII. Next meeting – April 14th, 2020 – 8:30 a.m. – 9:30 a.m. Chamber Building

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