## **Downtown Helena Inc.**

Board of Directors Meeting Tuesday, September 10, 2019, 8:30 AM Chamber Building

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

Staff: Cassidy Mercer, Micky Zurcher, Bree Steele

## Agenda

## **Discussion**

## **Motion/Action**

Welcome & Introductions	Executive Director Micky Zurcher called the meeting to order at 8:40 a.m.	
Public Comment		
Approve August Minutes		Motion by Steve to approve the August minutes. Seconded by Rex. Motion passes.
Approve July Financials	Alive at Five was around 20,000 under the projected budget this year. Seasonal staff tips are on there as an in and out-it goes out from the BID. Sean asked if we could potentially rent out our stage for other people to use for events as a source of revenue. Micky noted that the BID board said no this last year, as the stage is not safe and therefore a liability. If we invested in a new stage	Motion by Riley to approve the July financials. Seconded by Sean. Motion passes. Action: Cassidy will add
	we might be able to consider this option in the future.	renting the stage to the joint Oct agenda
New Business a. Events Committee b. 2020 Calendar c. Alive at Five 2020	In the past there has been a general events committee, last year we changed this to event specific committees. Staff is worried that not enough people are willing to sit on committees right now. We will move forward with the event specific committees again this year. If members have comments or concerns about events they can meet directly with board members so that they are heard and taken into consideration when decisions are made. The joint October meeting is open for public to come and express their thoughts on events moving into 2020 as well.	Action: Cassidy will remind members at the general meeting that they can approach the board about events
	There was a meeting about the 2020 calendar at which Valley Bank was present. They would like to allow people the opportunity to vote on photos at the bank locations as well. We will still have public voting at Kid's Fall Fest, and the DHI membership will vote at the October membership meeting. We still need to promote the photo contest as we only have a few submissions.	
	The Alive at Five committee met to recap the season. We won't have Pioneer Park this next year because of the remodel at the library. The committee recommended Memorial Park. Riley expressed concern about moving out of the downtown. Sean suggested Hill Park. Bree suggested Front Street. Micky suggested GNTC lot or Performance Square for the week of the fair. Also discussed not having out of state bands this year. It is not cost effective and our attendance was down those weeks this season.	Action: Find out if Hill Park has power
Old Business a. Bylaws Update b. Small Business Saturday-materials	Membership will be able to vote on the bylaws before the January meeting. We are focusing on the experience of SBS and bringing people downtown for the holidays, not on the AMEX swag. We won't be	

	purchasing those materials but we can direct people to where they can purchase it if they'd like it. We have 9 businesses signed up for the SBS tote bag promotion, probably won't get anymore since the deadline is next week.	
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Committee Reports a. Joint marking committee	Marketing RFP was released. We are focusing on the holidays right now.	
<ul><li>b. Membership committee</li><li>c. Events committee</li><li>d. ED Report</li></ul>	The membership committee is meeting this week and will have recommendations for the board on the structure of dues for 2020 renewal.	
e. Membership and marketing Coordinator Report	Micky is working on holiday plans for this year. We may not be able to do the banner this year from what Micky has heard back. She would like to get Central school involved with decorating the tree in Anchor Park. She's going to talk with the boy scouts about the tree or trees we want to set up in the park.	
News & Announcements	Bree will be on vacation until Sept 3 <sup>rd</sup> . Kevin will not be at the board meeting next month. Micky and Cassidy registered for MT Mainstreet Conference. Bree was accepted to Leadership Helena.	
Next Board meeting	October 8 <sup>th</sup> – joint board meeting – 3:30 PM We will do our October work session that morning at 8:30 AM – agenda to come	
Adjourn		Motion to adjourn the meeting was made at 9:49 a.m. by Rex, seconded by Sean.
Respectfully submitted: Cassidy Mercer		