

Helena Business Improvement District
 Board of Trustees Minutes
 Tuesday, November 12th, 2019 – 3:30 p.m.
 Chamber Building, 225 N Cruse Ave, basement conference room

Board Members Present:	Lee S., Rex. S., John G., Mark R., Ryan S.	
Public:	Dave Hewitt, Commissioner O’Loughlin, Howard Skjervem	
Staff:	Micky Z. - HBID Executive Director	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	Board Chair, Lee Shubert, called the meeting to order at 3:31 p.m. and introduction were made.	
Public Comment	None	
NorthWestern Energy Presentation by Howard Skjervem	<p>John arrived at 3:33 p.m.</p> <p>Howard updated the Board on NorthWestern Energy’s LED street lighting project. The project is replacing owned streetlights in Helena. NorthWestern and the City of Helena have been working together to be sure they meet City of Helena ordinance. An issue that has come up is light trespass.</p> <p>City Commissioner Heather O’Loughlin commented on the project and stated NorthWestern has been open to different options. Questions and concerns specifically regarding the BID is the recent Front Street project and meeting compliance with the decorative lights.</p> <p>Questions and discussion about rebate programs. Howard provided the information for their energy conservation program. http://www.northwesternenergy.com/save-energy-money/business-services/business-services-montana. Howard commented on how it is always good to find a rebate for projects that improve the environment in our businesses.</p> <p>Howard left at 4:04 p.m.</p>	
Approve September Board Minutes & Work Session Minutes		Motion to approve the minutes was made by Rex. Seconded by Ryan. Motion passes.
Approve August & September Financials		Motion to approve the financials was made by John. Seconded by Rex. Motion passes.
Committee Reports	<p>Lee reported Al Roy would like to continue to help when/if needed. Ryan briefed the board on the marketing and stated more funding is needed to achieve production and allocation.</p> <p>The Fall Art walk on Friday was super successful. Micky reported she and Brianna have heard from business and said they had anywhere from 1000 to 2000 people walk in their doors. It was one of the busiest Art Walks in recent history. Weather was very nice.</p>	
Parking Update	Dave H. repeated information he reported at the joint quarterly meeting a week ago. Lighting project complete at Jackson and Medical garages. Next up Sixth and Getchell. He has already	Action: Micky will send the flyer to our members.

	<p>noticed power bills cut in half. Dave passed around a flyer made by PIO, Rebecca Connors, regarding free parking hours. Revenue continues to increase each month. In October, \$26,683 was received with 17,680 transactions with the parking kiosks.</p> <p>Board members commented on the importance of a parking commission being able to advise Dave and field public inquiries.</p> <p>Heather heard the comment and stated the Commission is looking at the structure and function of all advisory boards.</p>	
DHI Update	Micky and Rex updated the board on the DHI happenings. Many upcoming events, membership dues are being sent out next week for 2020.	
<p>New Business</p> <ul style="list-style-type: none"> a. Location of meetings b. Montana Main Street Grant Funding c. Review Work Plan and Progress & Projects 	<p>Lee offered the Placer Suite 100 for our meetings in 2020 since the current space will be utilized by the Chamber Board meeting beginning in 2020.</p> <p>Micky explained she was hoping to go for a Montana Main Street grant for their façade program but the City has requested a letter of support for their project: “Develop a visualization and sub-area revitalization plan for the reconfiguration of Cruse Avenue to convert the right-of-way to a complete street with developable parcels for workforce housing and complimentary uses.” Only one grant can be submitted per municipality. Micky suggested the Board contribute a financial component as well as the letter of support. The Board choose to not financial support the project. Heather inquired about the financial component and Micky said she offered but it was not requested by City staff. Heather stated there are funds available from the City.</p> <p>Micky went through the short- and medium-term goals from the work plan and it was decided that 6 out of 12 have been completed.</p>	<p>Motion by Ryan to move the Board meetings to Placer Building, Suite 100 for Board meetings beginning January 2020. Seconded by Rex. Motion Passes.</p> <p>Motion by Mark to write a letter of support for the Montana Main Street project grant proposed by the City of Helena. Seconded enthusiastically by Rex. Motion Passes.</p> <p>Action: Micky will get the letter of support to Ellie by end of day 11/13/2019.</p>
<p>Old Business</p> <ul style="list-style-type: none"> a. Creation Update b. Marketing RFP c. MOU 	<p>The City is working on the ROI, resolution of intent. Passage should be completed in January 2020.</p> <p>Micky stated the original marketing scope of work was downgraded to only a video component for funding reasons.</p> <p>Lee reported and Board President of DHI, Kevin, decided not wait on MOU discussion pending the gift card survey/status that will be discussed at the general membership meeting on November 20.</p>	
Staff Update	Micky reported 12 applicants for the events coordinator position and 6 for membership. Bree will be done at the end of the month and her position is posted but was not as widely advertised. No applicants thus far for the maintenance coordinator position. Micky hopes to get a membership person onboard ASAP and will begin interviews in December with the hopes the event coordinator will start January.	
News & Announcements	There are several events happening in the next few weeks.	
Next meeting	January 14, 2020 3:30 at Suite 100, Placer Building.	
Adjourn	Meeting concluded at 5:00 p.m.	
Respectfully submitted: Micky Zurcher		