



**Downtown Helena Inc.**  
**Board of Directors Meeting**  
 Tuesday, February 11<sup>th</sup>, 2020, 8:30 AM  
 Chamber Conference Room, 225 N Cruse Ave

**Board Members Present:** Riley T., Rex S., Dan B., Debb W., Andy O., Sean M.  
**Staff:** Micky Zurcher, Eric Gomes, Nick Hawksley

Agenda	Discussion	Motion/Action
Welcome & Introductions	The meeting was called to order at 8:30 a.m. by President Riley Tubbs.	
Public Comment	None	
Approval of January Minutes	Minutes were distributed to the board via email on Monday, February 3rd	Motion to approve November minutes made by Sean Morrison. Seconded by Rex Seeley. Motion passed.
Approve December Financials	Financials were distributed to the board via email on Monday, February 3rd	Motion to approve the December financials made by Sean Morrison and seconded by Deb Whitcomb. Motion Passed
Strategic plan for new gift card/loyalty card program	DHI and the DHI board will explore and develop a replacement to the now terminated Downtown Helena Gift Cards.	It was the direction of the board that the DHI staff develop 2-3 options for a gift/loyalty card going forward. DHI staff will present these options to the DHI board at the July board meeting.
Sign Bylaws	Sean explained the changes to the DHI Bylaws, to be signed by the board.	DHI Board Members signed the Bylaws and Articles of Incorporation.
Remaining Board vacancy	The Board identified that there was one remaining Board vacancy.	The consensus was to recruit one more board member.
2020 Vision	<p>We discussed the goals and new ideas for DHI to execute for year 2020.</p> <ul style="list-style-type: none"> <li>• Spotlight Business- New plan for DHI members to host other member for an afterhours networking/social meeting. These will occur 4x per year. The host business will provide snack and drinks.</li> <li>• Block Captains – Eric has identified the need for establishing Block Captains in order to have a central person to relay feedback from that individual block to the Membership Coordinator monthly. The idea is to also have a joint quarterly meeting with all Captains.</li> <li>• Riley has developed a Private Downtown Stakeholders Facebook Group. This will be a collaborative</li> </ul>	

	forum to be used as a forum to share news, events and keep in touch with your fellow DHI Members.	
Continental Divide Trail Gateway Community Designation	The Board was informed that Helena has recently been named a Continental Divide Trail Gateway Community. Helena is now the third Gateway community in Montana and has the largest population of all gateway communities in the nation.	The Board expressed this is important to the Helena community and Downtown
Moving the Farmers Market to the Walking Mall	The question was posed to the Board if they saw value in requesting the farmers market be moved to the walking mall.	Though some reservations were expressed, staff will present to the membership at the next General Meeting.
Events Update	Nick updated the Board on events and fundraising progress. He stated that we are close to reaching our Alive at Five fundraising goals. He also provides more details on the upcoming Roll and Stroll on May 16 <sup>th</sup> .	
Meeting Adjourned 09:30		Sean Morrison made a motion to Adjourn and President Riley Tubbs called the meeting Adjourned.
Next Board meeting	The DHI Board Retreat will take place on Tuesday, March 3 <sup>rd</sup> from 8am until noon. With lunch to be provided by DHI at noon.	
Respectfully submitted: Eric Gomes		