

**Downtown Helena Inc**  
 Board Meeting Minutes  
 Tuesday, May 12, 2020 8:30 a.m.  
 Chamber Conference Room, 225 N Cruise Ave.

Board Members Present:	Riley T. - President, Deb W., Andy O., Sean M. – Vice President	
Public:	Jennifer D., David K., Rachel C., Scott B., Tim L., John G.	
Staff:	Micky Z. - Executive Director	
<b><u>Agenda</u></b>	<b><u>Discussion</u></b>	<b><u>Motion/Action</u></b>
Welcome & Introductions	Board President., Riley Tubbs, called the meeting to order at 8:35 a.m. Board members and presenter, Rachel Cottrell, were at the Chamber (exception Sean) while the public was encouraged to join via zoom.	
Public Comment	None	
Presentation Rachel Cottrell	Rachel presented at 8:45 a.m. on a couple marketing options for the DHI board to consider; push mediums and MTN staycations. Board members asked questions regarding trackability, website, and social media and implementing a contest with the package.	Action: Rachel will share the presentation with Micky to share with the Board
Approve March Financials	Micky shared with the board payroll will switch on July 1 along with the \$1500 management fee payment to BID.	Motion by Debbie to approve the March financials. Second by Andy. Motion passes.
March Retreat Minutes	Micky indicated the minutes for the retreat were not completed by former DHI membership coordinator.	
Events Update	Micky asked the Board for comments regarding the Window Art Walk idea presented at a previous board meeting.	Motion made by Riley to move forward with the Window Art Walk. Second by Debbie. Motion passes.  Action: Micky will work with Janelle DeBray to implement this idea for First Friday in June.
Membership Update	Micky indicated we were at 96 members. She inquired about thinking about 2021 membership and an idea regarding putting membership with sponsorships.	Action: 2021 membership discussion is tabled for 1-2 months.
BID Update	Micky shared the BID awarded three façade grants and the board will be looking at options for storage space. Debbie and Andy both indicated they could assist with potential options if the BID board looks to move out of our current location.	
Old Business a. Gift card	Micky stated table tents were delivered to the 32 members who take gift cards. Brief discussion on what the new program should/could look like. All board members agree it is a great program and great for gifts. Helena bucks was brought up as another idea.	
New Business a. Staff b. Sponsorship packet	Micky shared she rewrote the membership and events coordinator positions to model Bozeman and Great Falls combining the two positions with a title of Operations Director. The position is full time, exempt. Micky asked if this was the direction the board wanted to go, and they agreed.	Action: Micky will finalize the job description and post the job with the hopes of getting someone on board by July 1.
News & Announcement	DHI general membership meeting next Wednesday will have a presentation regarding Mental Health and the Window Art Walk event.	
Next meeting	June 9, 8:30 a.m.	
Adjourn	Meeting adjourned at 9:31 a.m.	
Respectfully submitted: Micky Zurcher		