



Board of Trustees and Board of Directors Marketing Minutes

Tuesday, May 5, 2020 – 8:30 a.m.
Zoom Meeting



BID Board of Trustees

Lee Shubert - Chair
Rex Seeley – Vice-Chair
John Grant
Mark Roylance
Ryan Stavnes

DHI Board of Directors

Riley Tubbs - President
Sean Morrison – Vice-President
Andy Onushco – Secretary/Treasurer
Daniel Barry
Rex Seeley
Deb Whitcomb

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| Board Members Present: | Lee S., Rex S., John G., Mark R., Ryan S., Sean M., Deb W. | |
| Board Members Absent: | Riley T., Andy O., Daniel B. | |
| Public: | | |
| Staff: | Micky Z. - HBID Executive Director | |
| <u>Agenda</u> | <u>Discussion</u> | <u>Motion/Action</u> |
| Welcome | Meeting commenced at 8:35 a.m. Director Zurcher listed board members present. | |
| Marketing Plan | <p>The board suggested (at the April 21 meeting) staff work on a re-open plan and a proposal was presented to the Board on May 1. The proposal mostly aimed at marketing strategies.</p> <p>Lee thought the idea of using radio, yard signs, and billboards was a good starting point. Lee also suggested creating a marketing template for social distancing. Lee indicated he liked the idea of hand sanitizers throughout the downtown and stated he did not think the TIF funds would be allocated soon.</p> <p>Sean concurred with Lee’s thoughts and suggested the social distancing template be fun for downtown. Sean indicated the Farmers Market did a great job on Saturday and hand sanitizers were placed throughout the market. Micky stated Brain O. had reached out to Diamond Products regarding commercial hand sanitizers and she could follow up with more info. Micky also said she knows Littl’ John’s has hand washing stations. Sean was curious about the open container meeting yesterday. Micky said it a small group participated and the businesses who were on the call got direct answers from Chief Hagen and the DOR.</p> <p>Motion by Ryan to implement Lee’s ideas which was followed by further discussion specific to the Billboards.</p> <p>Mark added he thought we should limit the boards to two of the four recommendations as it is a lot of money. Rex, Lee, and Debbie agreed this was a good pilot project and were in support of a smaller scale project.</p> <p>Ryan suggested the joint marketing committee of Rex, Sean, and he invited Andy Shirtliff to join the committee work on targeting locally. Andy agreed to join.</p> <p>Mark asked for clarification on the radio ads: run date May 18-August 7, total of \$4020.</p> <p>Micky asked for clarification on the yard signs. I heart Downtown was suggested.</p> | <p>Action: Ryan will work with the joint marketing committee to think of social media marketing ideas.</p> <p>Micky will follow up with Andrea O. on trade show marketing collaboration.</p> <p>Motion made by Rex to implement radio, two billboards, and yard signs for immediate Downtown marketing tools. Second by John. Motion passes.</p> <p>Action: Micky will work with the marketing vendors for implementation of the Billboards, radio ads, and yard signs.</p> |

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| | Rex indicated he is staying “downtown is open” on all his radio campaigns. It was suggested everyone share the same radio slogan for consistency. | |
| Public Comment | <p>No public comment, however, an email was sent directly after the meeting by Melisa Synness of Montana Sewing and she suggested the following:</p> <p>We have had tremendous feedback from sponsoring MT Public Radio. It has brought customers from all over Montana and especially our nearby region.</p> <p>These are high dollar customers that are aligned with the values of people that want to support local business.</p> <p>I believe a \$3,000 annual investment would go a very long way.</p> <p>You could coordinate with businesses to link to their on-line shops during the period where we do not expect much travel around the state.</p> | Action: Micky replied replied to Melisa and said she will share her idea with the joint marketing team to evaluate her suggestion. |
| Adjourn | Board moved to adjourn at 9:04 a.m. | |
| Respectfully submitted: Micky Zurcher | | |