

**Downtown Helena Inc**  
Board Meeting Minutes  
Tuesday, August 11, 2020, 8:30 a.m.  
Chamber Conference Room, 225 N Cruise Ave.

Board Members Present:	Sean Morrison, John Gerant, Rex Seeley, Riley Tubbs, Andy O, Deb Whitcomb	
Public:	Patrick Judge, Paul Pacini, David Knoepke	
Staff:	Micky Z., Executive Director; Mike Rooney, Operations Director	
<u><b>Agenda</b></u>	<u><b>Discussion</b></u>	<u><b>Motion/Action</b></u>
Welcome & Introductions	Welcome from Riley, intro from Mike, the new DHI Ops Director	
Public Comment	Paul Pacini and Patrick Judge: Big Sky Passenger Rail Authority. Missoula & Gallatin counties signed joint resolution, along with 2 other counties and 20 counties waiting to make a decision. Route: Missoula to Billings, eventually connect to Empire Builder. If you feel like this would be a good idea, please contact L&C county commissioners to let them know how important this is to Helena.	
Approve June Financials		Rex move, Sean second. Approved, no opposition
Approve June board mins		Rex move, Sean second. Approved, no opposition.
Events Update <ul style="list-style-type: none"> <li>● Kids' Fall Fest Oct.10</li> <li>● Little Tykes Oct. 31</li> <li>● Fall Art Walk Nov. 13</li> <li>● Parade of Lights Nov. 27</li> <li>● Breakfast with Santa Nov. 28</li> <li>● Virtual Music Series</li> </ul>	<p>Sean: Art Walk worked because it was spread out. Avoid doing Fall Fest so it's not all at the same time, spread out over a full week. Avoid putting the onus on the businesses to not have them get ticketed. Possibly pay the police department?</p> <p>Riley: spread out Art Walk into Art Week. Surprised that 250 people through the Farmer's Market shut it down. Health kicked Farmers' Market out of downtown.</p> <p>Rex: Farmers' Market board isn't willing to make a change. Take turns as to which venues are open.</p> <p>Micky: No single store is having 250 people in it at any moment.</p>	
Membership Update <ul style="list-style-type: none"> <li>● New Membership Levels</li> <li>● October Retreat</li> </ul>	<p><u>New Membership</u> Riley: No Alive at Five income, looking at changing the dues a little bit. Micky: Took a look at the numbers, low-end goal estimate is \$30k for new levels, basic goal is \$32k, and reach goal is \$38k.</p> <p><u>October Retreat</u> Half-day retreat joined with BID. 2-3 hours at most, over lunch.</p>	
BID Update	Micky: Board meeting later today focusing on relocation of office space. Andy recommended reaching out to Pam with MT Historical Society; potentially looking for a new space. 2 of 3 facade grants complete: Lasso the Moon (new awning) and Gold Bar/Western (mural)	
Old Business <ul style="list-style-type: none"> <li>● Gift card/loyalty program</li> </ul>	<p>Riley: moving forward, talking with Dave about designing the nugget program. Talk with big purchasers about which ones they'd want.</p> <p>Sean: vote to go forward with this? Need some small amount of capital to design and print</p> <p>Mike: what denominations?</p>	
New Business <ul style="list-style-type: none"> <li>● 2021 Calendar</li> <li>● DHI Fundraiser</li> <li>● Business member swag</li> </ul>	<p><u>Calendar</u> Mike needs to know about events by the end of September. Riley: spread the news at the general membership meeting.</p> <p><u>Map</u></p>	
		Sean motioned to support new effort to move to a new space that would be more of a community space downtown; seconded by

<ul style="list-style-type: none"> <li>Possible new business space</li> </ul>	<p>Ask BID board for approval of designing and printing of Downtown map. Sean is a big fan, said it's been tough focusing on retail. Micky says we can focus on tourist side of it.</p> <p><u>DHI Fundraiser</u>  Sean: trying to figure out if there's a role for 501c3.  Rex: been trying to do this for a while but need the initial capital. Lots of work needed.</p> <p><u>Possible new business space</u>  Sean: vote to support the movement of DHI/BID HQ. "Urban Trailhead", partners with Historical Society and Visit Helena. Resource center for people coming downtown. Have DHI board add our support to this effort, use TIFF money to build out the space.  Andy: not opposed, could use more explanation.  Sean: we can do a more in-depth welcoming area  Riley: Ten Mile pretty much acts as a visitor center as well. Want a real, substantial visitor center.  Micky: volunteer staff from DHI/BID and Visit Helena, along with hiring a possible admin. Met with Papu for 318 Last Chance Gulch, rent would be \$2k  Riley: struggling to get our face out there. "This is us, we're down here."</p>	<p>Andy. All in favor, no opposition.</p>
<p>News &amp; Announcement</p>	<p>Office closed September 4 and 7 for Labor Day weekend</p>	
<p>Next meeting</p>	<p>September 8th, 8:30 a.m.</p>	
<p>Adjourn</p>	<p>Riley adjourned meeting</p>	
<p>Respectfully submitted: Mike Rooney</p>		