

Helena Business Improvement District
 Board of Trustees Minutes
 Tuesday, July 14th, 2020 – 3:30 p.m.
 316 Fuller Ave & Zoom

Board Members Present:	Lee S., Rex S., Mark R., John G., Ryan S., Larry M.	
Board Members Absent:	None	
Public:	None	
Zoom:	Sharon Haugen, Jenny Deherrera, Howard Skjervem	
Staff:	Micky Z. - HBID Executive Director	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome	Board Chair, Lee S., called the meeting to order at 3:30 p.m. Introductions were made, and we welcomed new board member Larry Middagh.	
Public Comment	None	
City Community Development update	<p>Sharon Haugen, City of Helena Community Development Director, updated us on what CD projects.</p> <p>The URD board has begun meeting and enlisted two priority projects:</p> <ol style="list-style-type: none"> 1. Hand Sanitizers in response to COVID-19 2. Hill Park concrete pad <p>Both have been approved by the City Commission. Sharon stated there is about \$225,000 in the URD fund. She met with Andy Shirliff, Chair, and Brian Obert earlier today. They board intends to meet at the end of July to expand their work plan with prioritizing goals of the plan and implementation of an application for URD funding requests. Sharon state Micky has inquired about additional funding for the BID Façade Program and there are inquires for updating the sidewalks.</p> <p>Construction at 630 Last Chance Gulch is underway. Downtown Zoning land use chart definition informational meeting is scheduled for next week. Additionally, the growth policy has been adopted with downtown neighborhood Centers a priority. CD is looking to partners like HCC and the BID. Cruse visualization project will host two more public meetings next week.</p> <p>Sharon left the meeting at 3:43 p.m.</p>	
DHI Update	Rex and Micky shared an update from the morning DHI board meeting. Gift card program is still in discussion as well as the financial issue since not having income from Alive at Five. There was a brief discussion on fall events and how to generate money. DHI operations director will begin July 27. General membership meeting is tomorrow morning.	
Approve May Financials		Motion by Rex to approve the May financials. Second by John. Motion passes.
Approve May board minutes		Motion by Mark to approve the May board minutes. Second by Rex. Motion passes.
Old Business	Jenny Deherrera provided more information on renting the Medical Arts space. Board members felt it could work if we can use it as a shared space but at this time the \$14 per square foot plus pro-rated of \$5 a square foot (1982 s/f) is too rich for our blood currently. Item was tabled for further explanation and research.	Action: Micky will follow up with the City Manager and David Knoepke on graffiti.
a. Medical Arts Building		
b. 300 block trees	Micky continues to stay in contact with Ryan Leland on progress for the 300 block trees. The last communication was regarding purchasing the grates.	Action: Micky will send a calendar
c. Committee reports		

	<p>Micky gave Ryan the go ahead to do so. Rex and Lee discussed putting an application in to the URD to help fund the 300 block trees.</p> <p>Graffiti committee report – An email was sent to City Manager regarding graffiti enforcement and the email (6/12/20) was forward to David K. with a response of a service request exists with the My Helena app but is under the Parks and Recreation department. The board feels an enforcement mechanism needs to be put in place before the BID can be liable for clean-up. Board feels we need to continue to pester the City for an enforcement mechanism and understand it may not come into place with the interim City Manager.</p> <p>Ryan stated no further updates on the joint marketing committee. Discussion continued about the Billboards and the radio ads as they are about to expire. The board feels the Billboards are not a good choice but agreed to continue working with Montana Radio to do additional “rediscovery downtown” ads. Board members also suggested co-op advertising and digital increase.</p> <p>Pedestrian Mall Plan – Ryan and Mark met, and Mark provided more context for Ryan. Mark also handed out a “Waking the Walking Mall’ white paper for the board to read. Board discussed the possibility of a applying for URD funds to create a plan to the Ped Mall.</p> <p>Assessment next steps has been tabled.</p>	<p>invite to the Board for July 31 from noon – 1:30 to further discuss the application for URD funding for a Ped Mall Plan.</p>
<p>New Business a. Management fee</p>	<p>Micky updated the board on the DHI financial situation and stated she recommends the BID board forgive payments of \$1500 for the monthly management fee until DHI can either host events or generate membership dues.</p>	<p>Motion by John to suspend the management fee from July – December, not forgive it but to accrue the balance as an obligation due. Mark seconds. Motion passes.</p>
<p>News & Announcements</p>	<p>Micky informs the board health insurance is increasing. The work plan will be on the July 27 Commission meeting for final approval. And there are still URD hand sanitizers to be picked up at the office.</p>	
<p>Next Meeting</p>	<p>August 11th</p>	
<p>Adjourn</p>	<p>Adjournment at 4:57 p.m.</p>	
<p>Respectfully submitted: Micky Zurcher</p>		