



Board of Trustees and Board of Directors Joint Meeting Minutes

Tuesday, April 14, 2020

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

Board Members Present In-Person	Lee S., Rex S., John G., Mark R., Riley T., Sean M., Deb W.	
Board Members Present Zoom	Ryan S., Andy O., Daniel B.	
Public:	Zoom – Recorded https://us02web.zoom.us/rec/share/9dRqKq2pxF1IXIWd-BjzXJAxA5S9X6a803dP-_sKyU8kLX_80INAAh22gGkZ2iaT Password = c3\$3\$819	
Staff:	Micky Z. - HBID Executive Director; Nick H – Events Coordinator	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Roll Call	Meeting was called to order by DHI President, Riley Tubbs. Board members present introduced themselves as did Commissioner O’Loughlin.	
Presentation w/Kal Poole	<p>Kal Poole and Ryan Eggensperger of Blue Star Audio presented their Ear Walk Audio Tours idea. They are looking for financial partners. Ear Walk Audio Tours is a character based, theatrical, self-led, storytelling, family-friendly, interactive walking app for the downtown. The app would be accessible year-round.</p> <p>Sponsorship package options were presented with Platinum = \$20,000, Gold = \$15,000, and Silver = \$10,000. Advertising would be from a tourism perspective. Presenters asked how could the storytelling be integrated into the emissions of DHI and BID?</p> <p>Riley, Deb, Sean, and Lee added they felt it was a good idea, unique marketing tool for our downtown. Concert regarding costs.</p> <p>David Knoepke asked about kiosks, locations, ADA compliance, and consistency with current wayfinding signage.</p> <p>Presentation concluded at 9:19 a.m.</p>	<p>Action: Micky will provide Kal and Ryan the emails and names of the board members so they can experience a section of the Ear Walk Audio Tour.</p> <p>Action: Micky will add a decision regarding sponsorship/partnership with company Blue Star Audio for next meeting.</p>
Approve October 2019 Minutes		Motion by Sean to approve October 2019 minutes. Second by Rex. Motion passes.
Joint Marketing Ideas	<p>Riley introduced the conversation about marketing ideas. Sean, Lee, and Nick provided additional thoughts about things we could be doing. Community feedback is DHI and BID have not done much other than continuing to share social media via Facebook and Instagram.</p> <p>The question(s) posed</p> <ul style="list-style-type: none"> • What can we do that is meaningful? • What is our thing, our own campaign? We need to identify something as DHI/BID action that is beyond online presence. 	<p>Action: Micky will send the map to all board members via email. It was sent out in the DHI Newsletter yesterday.</p> <p>Action: Staff will come up with 5-6 actionable items to present to the board for decision making at our meeting next week.</p>

	Commissioners O'Loughlin and Haladay posed the question of what are the community needs and requests? Micky followed up by stating it was at first what are you doing to promote us and not the comments are what are you doing for your events.	Action: Micky will send out a meeting request for one week from today to complete tabled items from today's agenda and next steps for DHI/BID action. Action: Micky will send out a survey to the DHI constituency for feedback from Commissioners question.
Events and update with Nick	Nick briefed the group on his ongoing efforts in event planning. Roll and Stroll and Spring Art walk have been postponed. Decisions about Alive at Five need to be made sooner than later. Internal deadline is May 11 but Nick requests an earlier decision as we have obligations to our sponsors.	
Finances		Action: Tabled until April 21
Update MOU and Contract for Services		Action: Tabled until April 21
Public comment, news, announcements	None	
Next meeting	General Membership with Montana Business Assistance Connection – April 15, 8:30 a.m. via zoom. Follow up meeting from today to be scheduled for April 21	
Adjourn	Board moved to adjourn at 10:07 a.m.	
Respectfully submitted: Micky Zurcher		