



Board of Trustees and Board of Directors Joint Meeting Minutes

Tuesday, April 21, 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

Board Members Present:	Lee S., John G., Mark R., Riley T., Sean M., Deb W.; Ryan S.	
Board Members Absent:	Rex S., Andy O., Daniel B.	
Public:	Zoom – Recorded (as many as 18 present during the meeting) https://us02web.zoom.us/rec/share/4pAoFrPx90Fb7Pc9hzvCrwwJqj5X6a81nAervcPn0ytAYTDfj8HDRz8dpGt9ky-password:Oz=#+5@^	
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.	
Finances a. Split payroll b. Update MOU and Contract for Services	At both board retreats in March, the idea of splitting payroll to better show finances was discussed. Currently the MOU and Contract puts all staff under BID payroll when the Membership and Events Coordinator are DHI specific staff. Micky suggested, with guidance from our bookkeeper, to split the payrolls and both boards felt the decision makes sense.	Motion by Sean to update the MOU and Contract to show DHI staff and BID staff represented in their respective budgets. Second by John. Motion passes. Action: Micky will update the MOU and Contract and send to Riley and Lee to sign as well as share with all board members. Micky will work with our bookkeeper to make the change.
Survey Results What is the DHI/BID campaign	A survey was sent out last Wednesday requesting feedback from our constituency on DHI/BID response to COVID-19. 33 businesses replied. Micky shared the top results: Type of business 1. Retail = 38% 2. Other = 17% # of Employees 1. 2-5 = 43% 2. 6-10 = 24% Own/Lease space • Own = 22% • Lease = 78% Online Sales • Yes = 58% • No = 42% PPP • Applied = 18 • Not applied = 15 • Received = 7 • Have not received = 8 SBA Loan • Applied = 15 • Not applied = 18 • Received = 0	Action: Lee stated professional was misspelt Motion by Sean to have staff put together a plan for safely re-opening our downtown in commercial space by May 1. Second by Lee. Marks asked for clarification on the motion. Motion Passes. Action: Staff will put together plans for the board and have them ready by May 1 st . A first step will be to communicate to City Manager and staff. Motion by Sean to take the third action item (billboard advertising) from the survey and authorize staff to put together

	<ul style="list-style-type: none"> • Have no received = 15 <p>TIF Loan – Micky stated this is not hers or the board’s decision but was info as Commissioners were curious</p> <ul style="list-style-type: none"> • Would apply = 15 • Would not apply = 17 <p>Top Concerns</p> <ol style="list-style-type: none"> 1. Customer Traffic = 20% 2. Losing Work = 19% 3. Paying rent, mortgage = 16% <p>Business Assistance Ideas</p> <ol style="list-style-type: none"> 1. Financial = 28% 2. Re-open safely = 27% 3. Protect customers = 15% <p>Top Action Ideas</p> <ol style="list-style-type: none"> 1. Free Parking 2. Assistance with Rent 3. Billboard Advertising <p>Attend Alive at Five</p> <ul style="list-style-type: none"> • Yes = 35% • No = 30% • Unsure = 35% <p>Board comments</p> <ul style="list-style-type: none"> • Help the community feel safe for coming Downtown • Brian O. suggested at the DHI membership meeting last week to find a way to do social distancing on the pedestrian mall and Lee reiterated this thought of tables, hand sanitizer stations <p>Conversation regarding other ideas on the working document included the I heart downtown Helena signs.</p> <p>Lee commented the boards should give a reply to Blue Star Audio and though he thought the idea was great/nifty, he wasn’t sure how it would draw people downtown. Riley supported Lee’s comments and added it is an awesome idea which we should support but not in a monetary way. Deb reiterated she thought a sample was going to be distributed before deciding.</p>	<p>ideas/choices for the boards to approve. Second by Deb. Motion Passes.</p> <p>Action: staff will work to find out who is doing the I heart Helena signs.</p> <p>Action: Staff will work with graphic designers to put together some ideas for billboards and have examples ready by May 1.</p> <p>Motion to amend the previous billboard motion. Motion by Lee to include marketing materials for a unified campaign. Sean Seconds. Kevin S. cautioned staff on the messaging. Motion passes.</p> <p>Action: Micky will follow up with Kal to see where when the board will receive the sample to review.</p>
Events and update with Nick	Nick and Micky provided thoughts toward the Alive at Five 2020 season. Sean and Lee provided comments.	<p>Motion by Sean to cancel the Alive at Five 2020 season so staff can work on a contingency plan for events downtown once the green light is given. Lee seconds. Motion passes.</p> <p>Action: Staff will contact Alive at Five 2020 sponsors, bands, vendors and then will begin the process of thinking up ways to host safe events encompasses all logistics.</p>
Public Comment, News & Announcements	Lee suggested the BID Board write a letter to the City to request the new City Manager have business experience. Riley suggested an email conversation between the BID to continue the discussion.	
Next meeting	October 13, 2020	

Adjourn	Board moved to adjourn at 9:55 a.m.	
Respectfully submitted: Micky Zurcher		