**A picture containing text

Description automatically generatedBoard of Trustees and Board of Directors Joint Meeting Minutes**

Tuesday, October 13, 2020 – 3:00 – 5:00 p.m.

Board members and presenters are encouraged to join in person at

340 Neill Ave. (enter through the south entrance, tables will be at the right)

The public is encouraged to join via zoom

Zoom Meeting

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| BID Board of Trustees | DHI Board of Directors |
| Lee Shubert - Chair | Riley Tubbs - President |
| Rex Seeley – Vice-Chair | Sean Morrison – Vice-President |
| John Grant | Andy Onushco – Secretary/Treasurer |
| Mark Roylance | Daniel Barry |
| Ryan Stavnes | Rex Seeley |
| Larry Middagh | Deb Whitcomb |
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| Board Members Present In-Person | Rex S., Sean M., Mark R., Ryan S. | |
| Board Members Present Zoom | Lee S., Deb W | |
| Public: | In Person - Sarah Nicolai - RPA, Scott Randall - RPA, Ryan Rickert – Clean Slate  Zoom - Amanda Reese, Chris Hardan, Andrea Opitz | |
| Staff: | Micky Z. - HBID Executive Director; Mike R. – DHI Operations Director | |
| **Agenda** | **Discussion** | **Motion/Action** |
| Welcome & Introductions | Meeting was called to order by BID Chair, Lee Shubert at 3:05 p.m. A quorum was not present of the DHI Board of Directors. |  |
| Presentation with Robert Peccia & Associates on Helena Multi Model Traffic Study | Sarah and Scott from RPA have been tasked from the City to study and improve mobility, access, and connectivity in the study area provided in the handout. (handout attached) They provided a quick overview and asked for questions and comments.  3:10 – 3:40 p.m.  Sarah and Scott leave.  Deb entered the call at 3:20 p.m. and left around 4.  Andrea entered the call around 3:30 p.m.  Chris left shortly after the presentation from RPA. |  |
| Presentation with Clean Slate Group on Graffiti | Ryan Rickert from Clean Slate Group in Bozeman presented to the boards from 3:48-4:16 p.m. He gave background information on the work of Clean Slate and provided a graffiti removal and prevention handout. (attached)  Sean arrived 3:50 p.m.  Ashely left the call shortly after Ryan presented. | Action: Micky will add next steps to the November meeting. |
| Approve April 2020 regular and special meeting minutes |  | Motion by Ryan to approve the regular and special meeting minutes. Second by Mark. Approved by the BID board. |
| MOU and Contract for Services review | Other than the dates, the MOU and COS are the same as signed and presented for calendar year 2020. | Action: Micky will update the dates and prepare for Lee and Riley to sign.  Motion made by Rex to approve the calendar year 2021 MOU and Contract for Services. Second by Mark. Approved by the BID board. |
| Fall 2020 Events | Mike updated everyone on upcoming Fall Festival next week from Tuesday-Friday to replace the Fall Art Walk. Kids Fall Fest was cancelled due to COVID restrictions. Mike is working on a Shop Local Shop Now campaign. |  |
| Approve 2021 events schedule | Per the MOU and COS, the boards are to approve the 2021 events schedule. Mike shared the following dates:  Winter Festival – February 8-12  Spring Art Walk – May 14  Roll and Stroll – May 22  Alive at Five – Wednesdays starting June 9 – August 11  Fall Art Walk – October 22  Kids Fall Fest – October 23  Little Tykes Trick or Treat – October 31  Parade of Lights – November 26 | Motion by Ryan to approve the stated DHI 2021 event dates. Second by Rex. Approved by the BID board. |
| Marketing Update | Micky restated the 2021 calendar is in the works, the downtown Helena map is nearing completion, and radio marketing is taking place next week during Fall Festival.  Mike will be going on the radio this Friday.  Mike received the entertainment grant through the Cares Act. Micky and Mike will suggest their ideas for funding later in this meeting.  Discussion regarding the map and the list of businesses. It was suggested to change the headings “Explore, Play, Stay, and Taste” to better fit business such as law firms, dentists, and architects. It was agreed “Services” was not ideal. | Action: Mike will change the headers on the map to Taste, Stay, Shop, Other |
| BID additional update | Micky stated the team is now Mike and Micky as Dustin, maintenance coordinator, resigned early part of September. Micky has been doing trash pickup Monday and Friday’s. Mike will assist when Micky is out of the office.  Micky has reached out to Nitro Green to see if they will decorate for the Holidays.  Rex asked about when the banners will go up. He suggested we do another RFP for banner installation.  Office relocation in nearing completion. | Action: Micky will be following up with Nitro Green and Tabbert for Holiday Décor and changing out the banners.  *Update: Emails have been sent to both Nitro Green and Tabbert this morning.* |
| DHI additional update | Mike applied for the live entertainment grant for $32,992. The original $10,000 for the non-profit grant was duplicative from the grant Micky applied for earlier in the summer for Window Art Walk.  With the $32,992 usage is as follows:  $1800 for radio ads  $2500 to SOVRN for a video series with CVB and Tourism Alliance  $9000 for BID forbearance  $9000 to pay for half of BID management feet through June 2021  $3000 for nugget roll out  All this was approved by DHI board last week at their retreat  Proposal for remainder is  $1500 business showcase in our office  $5500 for holiday marketing, Nitro Green install, new décor |  |
| Public comment, news, announcements | Shout out from the Chamber for our new office move in the Sunday IR. |  |
| Next meeting | April 13, 2021 |  |
| Adjourn | The meeting ended at 4:47 p.m. |  |
| Respectfully submitted: Micky Zurcher | | |