**Downtown Helena Inc**

Board Meeting Minutes

Tuesday, November 10, 2020, 8:30 a.m.

DHI HQ, 330 N Jackson Street

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| Board Members Present: | Riley Tubbs, Sean Morrison, Rex Seeley, Andy Onuscho, Dan Barry  |
| Public: | Lee Schubert, Howard Skjervem, Dave Knoepke, John Grant |
| Staff: | Mike Rooney, Operations Director; Micky Zurcher, BID ED |
| **Agenda** | **Discussion** | **Motion/Action** |
| Welcome & Introductions | None |  |
| Public Comment | David Knoepke from City said they’ll keep an eye on the streets as winter storms roll in. They’re working on free holiday parking as well as starting vehicle immobilization for tickets.  |  |
| Approve August & September Financials | Riley presented | Sean moved, Dan seconded |
| Approve August & September board mins | Riley presented | Sean moved, Dan seconded |
| Events Update* Parade of Lights
* Deck the Halls
* Alive at Five
 | Parade of Lights cancelled due to new 50-person cap from L&C board of health; would include float participants and we couldn’t proceed as such. Deck the Halls holiday decorating will commence; DHI putting up $2k total, first come first serve, with $200 max per business in compensation.  | Radio ads will change to focus on Deck the Halls. Mike to work with float participants and non-profits on other ways to be involved. For $2k expenditure, Sean moved, Andy seconded. Deck the Halls poster to be created as well.  |
| Membership Update* Dues due
 | Letters to go out this week, early next at latest | Mike signing and sending them out.  |
| BID Update | Decorations going upRequesting board to put up Capital Improvement Plan w/ Main Street Montana. Larger project outside of downtown area but we can’t put it in at the same time as the city. Focus on overall downtown plan and connectivity outside of just the walking mall.  | None |
| Old Business* 2021 Calendar
* Downtown Helena Map
* Downtown Helena Nuggets
 | Calendar printing at Action Print, should be finished end of this week and distributed to DHI and Valley Bank customers. Signs Now will charge higher price to benefit BID. Final draft of map at Allegra for approval. Nuggets are printed and at DHI/BID office, along with rack cards and window clings. Valley Bank fully committed to selling them but need to figure out from there end how to exchange them; they’re reaching out to banks in Bozeman for input.  | Mike to distribute maps when printed. Micky to work with Trevor at Signs Now about printing larger maps and getting commission. Micky and Mike to approve final draft of map with Allegra. Mike to send Nuggets email to soft run businesses, then larger buyers. |
| New Business* Shop Local, Shop Now
* Holiday Decorations
* Survey
* Budget approval
 | Stickers are printed, social media ads are boostedHoliday decorations going up, DHI has budgeted $3k to fill in gaps and buy new decorations if needed. Survey sent out to businesses, had response from 15 total. Parking is good, most support free parking during holidays. Budget approved but we’ll need to re-approve it in January since Mike forgot to put it on the agenda.  | Mike to ask Allegra to print larger versions of sticker for businesses to use. For budget, Andy motioned, Dan seconded.  |
| News & Announcement | Office closed Dec 25 – Jan 1 but Mike will be in office since his vacation doesn’t kick in until Jan. Goodbye to Rex! He’s moving out in December so please send your board recommendations to Mike by Dec 3 | Send board recommendations to Mike by Dec 3 |
| Next meeting | January 12 at 8:30am |  |
| Adjourn |  |  |
| Respectfully submitted: Mike Rooney |  |  |