**Downtown Helena Inc**

Board Retreat Meeting Minutes

Thursday, October 8, 2020, 11am-2pm

330 N Jackson Street

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| Board Members Present: | Riley Tubbs, Sean Morrison, Rex Seeley, Deb Whitcomb, Andy Onushco, Dan Barry | |
| Public: | None | |
| Staff: | Mike Rooney, Operations Director of DHI; Micky Zurcher, Executive Director of BID | |
| **Agenda** | **Discussion** | **Motion/Action** |
| Welcome & Introductions | None |  |
| Approve August Financials | Berkshire-Hathaway will still pay Alive at Five fee for 2020.  DHI made only 6% in Q2 2020 when compared to 2019. | Sean moved, Deb seconded; all ayes |
| Approve July board mins | None | Sean moved, Deb seconded; all ayes |
| Board Vacancies | Mike presented Savanna Barrett (Lasso the Moon and Sarah Hamblock (Gold Bar/Western) as possible board members to better reflect downtown business owners. Could have 2-4 nominees, 2 would be ideal though. Dan Barry also threw out dentists and other medical professionals. Riley threw out John Murdy. | Mike to remind on Dec 1st to come up with nominations for General Membership Meeting. |
| Annual Membership Meeting | January 20th, 8:30am – 12pm | Mike to send calendar reminder |
| Membership Levels | Approved previously by board members. Dan had idea for an organized food truck area that can move daily, much like bigger cities do. Also allow nearby members to have pop-up tents. | Mike to work with city about possibility |
| Membership Agreement | Comes down to the basis for removing someone, whether it’s false info, badmouthing, etc. Obligation for joining as a member is to promote downtown. Paying dues by a certain date will be required, along with acknowledging that DHI only lobbies if it doesn’t divide membership. | Mike to write paragraph to include in by-laws. |
| Marketing Update | Map   * Add Rex’s building to map * Use of scavenger hunt as we roll out map; Deb is willing to be involved with prizes. * Put on a QR code to direct to online map   Assets library   * Deb shared Orchard Spring Lodge video * Working to expand library through partnership with SOVRN, videos, photos, etc.   New Space   * Sean: Use it as an information area, not just community area * Use of volunteers during the weekend | Mike to add DHI and Community Crate to map listing.  Deb to check on rights for Orchard Springs Lodge video |
| Nuggets | Deb: why not purchase them now, use them later? Holiday season is key for this program and if we don’t have it up and running then what do we have?  Rolling it out:   * Spokesperson businesses to help push it * Move up marketing to October * Get at least 10 businesses off the bat to accept it (Ten Mile, Great Divide) as a sort of soft opening * Roll out the program with large purchasers (Blue Cross, teachers’ union, government) * Set up escrow account that we won’t touch for the time being | Mike to get marketing out ahead of time to businesses, get them used to seeing Nuggets. Reach out to large purchasers for big purchase.  Micky to work with Jody on escrow account. |
| Grant Money | $42,995 total, ($10k from nonprofit, $32,995 from live music)  10/9 Update: Did not receive $10k, only $32,995  How to spend:   * $1,800 for radio ads (gift cards, Fall Fest) * $2,500 to SOVRN (video and photo assets) * $9,000 to BID for 2020 * $9,000 to BID for half of 2021 * $4,000 to Nuggets printing and marketing (+ $1,000 from NW Energy)   $16,695 remaining to use. Possible options:   * Merchandise (shirts, pens, etc.) * New Stage * Holiday decorations and marketing * Front signage | Sean moved, Deb seconded; all ayes.  Mike to present list of possible expenditures for remaining $16+ by next Tuesday. |
| Next meeting | Joint BID/DHI board meeting on October 13, 3-5:00pm at Civic Center |  |
| Adjourn |  |  |
| Respectfully submitted: Mike Rooney |  |  |