

Downtown Helena Inc
 Board Meeting Minutes
 Tuesday, March 9, 2021, 8:30 a.m.
 DHI HQ, 330 N Jackson Street

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| Board Members Present: | Riley Tubbs, Sarah Hamblock, Deb Whitcomb (Zoom), Sean Morrison (Zoom), Chelsia Rice (Zoom) | |
| Public: | Chase Kloker, David Knopke (Zoom), Lee Shubert (Zoom), John Grant (Zoom), Rachel Harlow-Schalk (Zoom) | |
| Staff: | Mike Rooney, Operations Director; Micky Zurcher, BID ED | |
| <u>Agenda</u> | <u>Discussion</u> | <u>Motion/Action</u> |
| Welcome & Introductions | Conflict of interest <ul style="list-style-type: none"> • AshLy with Community Crate & Chelsia Rice with MT Book Company (as renters) and Dan Barry (as landlord). | None |
| Public Comment | None | None |
| Approve January Financials | PPP Loan Discussion <ul style="list-style-type: none"> • BID took out loan for first round (\$32k+), BID board meeting today at 3:30 to approve “sponsoring” Revive at 5 for \$20k to get Mike through to October 2021. | Sean moved, Sarah 2 nd Jan financials |
| Approve January & February Joint Minutes | No discussion | Deb moved, Sean 2 nd for January minutes Deb moved, Sean 2 nd for Feb Joint minutes |
| Events Update <ul style="list-style-type: none"> • Revive at Five Discussion • Women’s Business Bingo | Revive at Five <ul style="list-style-type: none"> • Sean asked we focus on local bands • Sarah: use of openers versus main bands <ul style="list-style-type: none"> ○ Riley: use of local openers on a different stage. Possibly rent small stage from The Western? ○ Chelsia: How can we easily transfer bands and set up the stage for both? Women’s Bingo <ul style="list-style-type: none"> • Slight delay due to MT gaming commission; changed language from “minimum” to “support”. Contest up and running smoothly now. | Mike to apply for permits, reach out to previous season bands, start sponsorship outreach for Revive at Five; will continue sending Friday updates to board. |
| Membership Update <ul style="list-style-type: none"> • Membership Dues | Just crested \$32k for sponsorship dues. | Mike will share logo sheet with board. |
| BID Update <ul style="list-style-type: none"> • 300 block trees • Graffiti • Assessment • Parklets • Main Street Grant • Banners and receptacles • Equipment Rentals | 300 Block Trees <ul style="list-style-type: none"> • 6-7 going in during spring. Graffiti <ul style="list-style-type: none"> • Commission discussed it, made the news BID Assessment <ul style="list-style-type: none"> • Still ongoing Parklet Discussion <ul style="list-style-type: none"> • Happening with City Public Works Main Street Grant <ul style="list-style-type: none"> • No news yet, was hoping for update last month. Banners & Receptacles <ul style="list-style-type: none"> • BID looking to update summer banners and replace trash receptacles around historic downtown • Riley asked for additional recycling can in front of Ten Mile if possible • Deb: large amount of garbage outside her business <ul style="list-style-type: none"> ○ Micky: intent for Main St Capital Improvement Plan is to address waste ○ BID would still have old receptacles available if they replace them ○ Lee: they do cost about \$2k each | Micky to meet with BID meeting at 3:30pm today to discuss these topics |

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| | <p>Equipment rentals</p> <ul style="list-style-type: none"> Micky to discuss with BID about renting conference space with OWL | |
| Old Business | None | None |
| <p>New Business</p> <ul style="list-style-type: none"> BID/DHI Marketing Committee Business member mentorship discussion Block meetings & outreach discussion Board matrix discussion | <p>BID/DHI Marketing Committee:</p> <ul style="list-style-type: none"> Jake Heaton and Ryan Stavnes from BID are currently on the Marketing committee Riley: urge it to be retail, restaurants, bars to join Chelsia: what does committee do? <ul style="list-style-type: none"> Micky: pick what to spend BID budget on, partner on overall messaging <p>Board matrix discussion</p> <ul style="list-style-type: none"> Chelsia and Riley: matters now more than ever, helps attract businesses to Helena Sean: we should quantify data around downtown businesses and their owners Sarah: send out survey to our downtown businesses, including non-members | <p>Sarah and Chelsia to consider joining committee, will let Mike and Micky know by end of March.</p> <p>Mike to create survey to send to downtown businesses to better quantify our data</p> <p>Tabled mentorship and outreach for next solo board meeting in May</p> |
| News & Announcement | <ul style="list-style-type: none"> Most likely going to 100% capacity this week (Riley) Interest from retailers to send message about keeping downtown safe (Chelsia) | None |
| Next meeting | Joint board meeting with BID on April 13 at 8:30am | None |
| Adjourn | | |
| Respectfully submitted: Mike Rooney | | |