

Helena Business Improvement District
 Board of Trustees Minutes
 Tuesday, March 9, 2021 – 3:30 p.m.
 330 Jackson St. & Zoom

Board Members Present:	Lee Shubert, Rex Seeley (4:36 p.m.), Mark Roylance, Al Roy, John Grant, Ryan Stavnes, Jake Heaton	
Board Members Absent:	None	
Public: In Person; Zoom	Chase Kloker; David Knoepke, Rachel Harlow-Schalk, Sharon Haugen, Chelsia Rice	
Staff:	Micky Zurcher, ED; Mike Rooney, DHI Operations Director	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	Board Vice-Chair, Al Roy, called the meeting to order at 3:30 p.m. and introductions were made to those attending in person.	
Public comment	None	
City of Helena CD update	<p>City Community Development Director, Sharon Haugen, gave an update on the status of the Downtown URD progress. Four applications have been approved by the DURD Advisory board and their recommendations will go in front of the City Commission in March/April for approval.</p> <ul style="list-style-type: none"> • Consistory Shrine Temple Association, Feasibility Study, \$25,000 • Seeley Building LLC, Sidewalk & Pathway Development, \$50,567 • Placer Center, Replacement of Doors, \$77,800 • 734 N. Last Chance Gulch, Façade Improvements & 3 Bed Apartment, \$71, 975 <p>If funded, these projects will deplete the TIF account until November 2021.</p> <p>Redesign of Cruse Ave: next step is an infrastructure study for water and sewer. Project to be around \$100,000. Money for the Cruse project is a big component and Sharon suspects 3-5 years before seeing traction.</p> <p>Discussions around development in the parking area west of the library. The City is looking to get it appraised and will send out an RFP</p> <p>City is still considering selling the Chamber Building and is getting it appraised.</p> <p>BIRD.Co is a company looking to bring scooters to Helena. They have submitted their business license and are looking to arrive in April.</p> <p>Sharon stated she sees the downtown community changing in 3-5 years.</p>	Action: Micky and Mike will work with Mike Covato from BIRD.co on getting marketing info to share with the community as well as try and get him to come to the upcoming March DHI membership meeting to present.
DHI update	<p>Mike updated the board on membership numbers which are around \$32,000 in income and 104 members. We are on par with 2020 membership.</p> <p>Alive at Five planning is happening with the name being changed to Revive at Five. The planning is for July and August.</p> <p>Mike collaborated with The Virago Collaborative to create a Women-owned Business BINGO to celebrate women’s history month and support Helena’s small businesses.</p> <p>A question regarding a food truck rally was asked and Mike stated he is working on planning this event.</p>	
Approve Jan. financials	<p>Micky gave the current finances: Checking = \$45,355.25; this includes the PPP loan for \$32,529.45 STIP = \$205,256.44</p> <p>Micky reminded the board the balance sheet fixed asset corrections will not be seen until the March P&L and balance sheet. Later in the meeting the board was asked to approve the amended FY21 budget which will also address/fix the balance sheet.</p>	Lee moved to approve the January financials. Second by John. Motion Passes.

<p>Approved Jan. minutes Approve Feb. special minutes</p>		<p>Ryan moved to approve the January minutes. Second by Lee. Motion Passes.</p> <p>John moved to approve the February special finance minutes. Second by Jake. Motion Passes.</p>
<p>Old Business</p> <ul style="list-style-type: none"> a. FY22 workplan and budget b. 300 block trees c. Graffiti d. Assessment e. Parklets f. Main Street grant 	<ul style="list-style-type: none"> A. Nothing further was reported. B. Ryan Leland has a meeting scheduled with Growing Friends. Micky stated she expects traction on the project to begin in April. C. Al Roy thanks Micky and Ryan Rickert, Clean Slate Group, for their presentation at the City Admin meeting last Wednesday. Al had concerns regarding the BID taking over graffiti in the district. A lengthy discussion ensued including information and communication has been delivered to the City regarding the importance of a city ordinance. The BID is looking for an ordinance so there are teeth in enforcement. The belief is the ordinance could be like the snow removal procedures. City Manager, Rachel Harlow-Schalk commented at 4:26 p.m. regarding a tunnel service project (Cruse Avenue Pedestrian Tunnel). Rachel is very interested in continuing working on the MOU and supports this effort. The City does as the Commission directs. Next steps are a partnership opportunity and Rachel states she does not want us to walk away from this idea. She stated the City is not trying to dump work on the BID. This is a pilot and not a final decision and it can always come back around. Rachel ended by saying she does not believe stating the City does or does not respond to graffiti complaints is fair as they do their best. Rachel wanted to reassure the BID that they are not being ignored. Micky followed with potential next steps she and Ryan Rickert have discussed. <ul style="list-style-type: none"> • Current contract will be completed this spring when Clean Slate Group comes to remove \$2000 worth of graffiti. Micky and Ryan will work out logistics in the coming weeks. • Option: contract with Clean Slate to create and assist with execution of a maintenance plan • Option: Contract with Clean Slate to assist with “Establishing Parameters” matrix • Referencing back to Rachels comments and the tunnel service project; drive some good synergies by focusing on the Cruse Ave Pedestrian Tunnel to create awareness/artist all call for mural art space with clear rules and parameters at all entrances with the use of a placard D. Still working on recommendations E. Micky has been communicating with City Public Works and they continue to draft an application and permit F. Still have not heard from MMS 	<p>Action: the board directed Micky to move forward with her and Ryan’s suggested next steps/options. The board was encouraged by the tunnel project. Micky will work with Ryan and the City and CTI (previous partners in the tunnel project) to create another Scope of Work for FY22 graffiti opportunities</p>
<p>New Business</p> <ul style="list-style-type: none"> a. FY21 budget amendments b. Streetscape RFP c. PPP Loan/DHI 	<ul style="list-style-type: none"> A. Micky circulated the amended FY21 budget proposal. Line items that were affected include: under income 4250-grants; under expense 5120-streescap; 5145-banners/equipment repairs; 5160-sponsorships; 5350-maintenace; 5365-maintance assistant; 5460-health insurance; 6090-depreication exp.; 6500-vechicle; and 8200- 	<p>Action: Micky will relay the approved amended FY21 budget to Jody Crane.</p>

<ul style="list-style-type: none"> d. Summers Banners RFP e. Garbage Receptacles f. Gazebo Walking Mall g. Equipment Rental h. SOS 	<p>travel and education. This corrects balance sheet fixed asset line items and adds the PPP loan with sponsorship to DHI for Revive at Five.</p> <p>-Clarity on the use of the funds was asked which stated the PPP loan will pay for Micky’s salary. Under grants, line item 4250, BID will sponsor Revive at Five for \$20,000.</p> <p>Rex arrived.</p> <ul style="list-style-type: none"> B. Micky circulated the Streetscape Beautification RFP responses and recommended to the board they award The Grounds Guys A) Banners, B) Downtown Free of Trash and Maintain Planter Beds, and C) Hanging Flower Baskets and award Brow Tine Property D) Holiday Décor. C. Micky suggests the BID board sponsor Revive at Five for \$20,000. Micky also wanted to inform the Trustees that BID will be paying DHI monthly for Mike’s Simple IRA contribution. D. Micky circulated responses to the summer banner RFP. Three responses came in: Allegra Marketing, Downtown Decorations, and Consort Display Group. Consort Display Group is who we purchase the banners from in 2015. E. Micky circulated four option for custom receptacles from Upbeat Site Furnishings. F. Micky stated the office gets several inquiries about the Ped Mall. One such inquiry revolved around the gazebo on the ped mall near Performance Square. Chase Kloker, Off the Wall Marketing, is interested in opportunities with the gazebo. Micky reached out to Parks and Parks stated they would be happy to have the BID manage this space. Micky offered this would be something we would state in our annual work plan and cold be modified annually. The board was interested in pursuing opportunities with this space. G. The new space has provided an opportunity to rent out the conference space with or without the use of the OWL. Micky has modified the “equipment rental” application. The board suggested the fee for the space be \$20 per hour without the OWL and \$35 an hour with the OWL. Use of the space will operate like the other equipment the BID currently rents. H. Micky informed the board last month she and Sean Morrison were able to get the BID registered with the Secretary of the State. 	<p>John moved to approve the FY21 amended budget. Second by Lee. Motion Passes.</p> <p>Lee moved to approve Micky’s recommendation. Second by Rex. Motion Passes.</p> <p>Action: Micky will work with The Grounds Guys and Brow Tine Property on completing the contracts.</p> <p>Rex moved to sponsor Revive at Five for \$20,000 to be paid to DHI in one lump sum. Second by Jake. Motion Passes.</p> <p>Lee moved to approve the “Shop Dine Play” banner option from Consort Display Group. Second by Ryan. Motion Passes.</p> <p>Action: Micky will work with Consort Group to get the banners ordered. Al Roy also suggested Micky ask Consort Group about ordering equipment and Al stated he would donate \$1000 towards purchasing more arms and brackets.</p> <p>Mark moved to purchase option C, quantity 15 (colorless exposition 45-gal custom receptacle). Second by Lee. Motion Passes.</p>
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News & Announcements		
Next meeting	April 13, 2021 – Joint meeting DHI at 8:30 a.m.	
Adjourn	Meeting adjourned at 5:41 p.m.	