

Downtown Helena Inc
Board Meeting Minutes
Tuesday, May 11, 2021, 8:30 a.m.
DHI HQ, 330 N Jackson Street

Board Members Present:	Riley Tubbs, Deb Whitcomb, Dan Barry, Andy Onuscho, Chelsia Rice (Zoom)	
Public:	Lee Shubert (Zoom), John Grant (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 February and March Financials	Update from Mike about Nuggets interest account.	Deb moved, Dan 2 nd
Approve February and March Minutes	No discussion	Deb moved, Andy 2 nd
Events Update <ul style="list-style-type: none"> Revive at Five Discussion Spring Window Art Walk Food Truck Bonanza 	<p>Revive at Five</p> <ul style="list-style-type: none"> Continue sponsorship outreach. Start marketing and staff hiring this month. Distributors discussion: <ul style="list-style-type: none"> Try doing jockey boxes from Ten Mile & Blackfoot, cans from L&C, and wine and seltzer. <p>Spring Window Art Walk</p> <ul style="list-style-type: none"> 15 businesses committed. Art should be up by Wednesday, with contest beginning on Friday. <p>Food Truck Bonanza</p> <ul style="list-style-type: none"> Continue to get input from food trucks on what days and locations would work. Aim for June 	<p>Mike to open staff application, start marketing, and reach out to distributors to notify them of the plan.</p> <p>Mike to showcase art on social media and send out voting platform.</p> <p>Mike to continue outreach.</p>
Membership Update	110 members for more than \$36k	None
BID Update <ul style="list-style-type: none"> 300 block trees Parklets Banners and receptacles CIP 	<p>300 Block Trees</p> <ul style="list-style-type: none"> Going in these next few weeks <p>Parklet</p> <ul style="list-style-type: none"> Got ahead of the city with our messaging, waiting on City Admin meeting tomorrow for final decision. Overall great response from the Helena community to the social media posts. <p>Banners & Receptacles</p> <ul style="list-style-type: none"> New summer banners now up. New trash receptacles going in tomorrow. <p>CIP</p> <ul style="list-style-type: none"> MT Main Street Grant City may be taking it in another direction 	New receptacles going in tomorrow.
Old Business <ul style="list-style-type: none"> Business Member Mentors Board Matrix 	<p>Business Member Mentorship Discussion</p> <ul style="list-style-type: none"> Continue to engage with new businesses and get them involved with DHI. Continue to think of new ways that we can further DHI's mission of representing downtown Helena. <p>Board Matrix Discussion</p> <ul style="list-style-type: none"> Continue to diversify our board and its members. Riley: change staff size to be more comparable for Helena 	Mike to share updated board matrix.

<p>New Business</p> <ul style="list-style-type: none"> ● Holiday Decorations Committee ● BID/DHI Marketing Committee ● Job Postings 	<p>Holiday Decorations Committee</p> <ul style="list-style-type: none"> ● Committed to working on 300 block by decorating the trees and Constitution Park. ● Aim to eventually string lights across Last Chance Gulch. <p>BID/DHI Marketing Committee</p> <ul style="list-style-type: none"> ● 2 board members each from DHI and BID. ● Spent remaining fiscal funds on branded tent and radio ads. ● Sent out RFP for marketing strategy; closes this Monday. <p>Job Postings for Members</p> <ul style="list-style-type: none"> ● Ability for business members to post for jobs on our website 	<p>Mike to look into how to get job postings up and running on our website and to see how companies can update it themselves.</p>
<p>News & Announcement</p>	<p>None</p>	<p>None</p>
<p>Next meeting</p>	<p>June 8th</p>	<p>None</p>
<p>Adjourn</p>		
<p>Respectfully submitted: Mike Rooney</p>		