

**Helena Business Improvement District & Downtown Helena Inc**

Joint Board Meeting Minutes  
 Tuesday, April 13, 2021, 8:30 a.m.  
 BID/DHI HQ, 330 N Jackson Street

BID Board Members Present:	John Grant, Jake Heaton, Al Roy, Mark Roylance, Rex Seeley, Lee Shubert, Ryan Stavnes (Zoom)	
DHI Board Members Present	Riley Tubbs, Sarah Hamblock, Deb Whitcomb, Dan Barry, Sean Morrison, Andy Onuscho, Chelsia Rice (Zoom)	
Public:	David Knoepke (Zoom), Tim Nickerson (Zoom), Maie Lee Jones (Zoom)	
Staff:	Micky Zurcher, BID ED; Mike Rooney, DHI OD	
<b><u>Agenda</u></b>	<b><u>Discussion</u></b>	<b><u>Motion/Action</u></b>
Welcome & Introductions	Meeting started at 8:35am	None
Public Comment	None	None
Approve October 2020 regular minutes	None	Sean moved, Rex 2 <sup>nd</sup> , all approved
Open House April 25 – 10am to 4pm	BID/DHI hosting it with Community Crate, Vigilante Shuttles, Kevin League photography. Shutting down Jackson from 7 <sup>th</sup> to right at the parking lot for 6 <sup>th</sup> , food trucks, free beer and cookies, music from The Garage. There will also be a raffle for prizes from our companies. DHI using one of their alcohol permits for this event.	Mike to secure final food trucks.
Joint Marketing Strategic Plan	<p>Currently focusing on spending remaining \$10k from this fiscal year. About \$2k will go towards new tent and table covering, with the remainder \$8k going towards radio ads with MT Radio that focus on BID efforts downtown and using Nuggets.</p> <p>After that, focus for next fiscal will be on a larger marketing strategy for the full year.</p>	<p>Micky to work with MT Radio on ads.</p> <p>Call for RFPs from marketing companies at end of April, submissions due by end of May, company chosen by June.</p>
BID additional projects and programs <ul style="list-style-type: none"> <li>• FY22 Budget</li> <li>• FY22 Workplan</li> <li>• Graffiti</li> <li>• Façade Grant</li> <li>• 300-Block Trees</li> <li>• Parklets/Pedlets</li> <li>• Downtown CIP</li> <li>• City MOU</li> </ul>	FY22 budget  FY22 workplan <ul style="list-style-type: none"> <li>• Lee: remove Draft watermark from workplan</li> <li>• Discussion of assessment is for FY23</li> </ul> Graffiti next steps <ul style="list-style-type: none"> <li>• Micky proposes going with option B</li> <li>• Discussion                             <ul style="list-style-type: none"> <li>○ Sarah: Is there a place to leave with artists?</li> <li>○ Mark: If discussed with property owners, it is already art                                     <ul style="list-style-type: none"> <li>▪ For kickoff of graffiti program, better to clean up existing graffiti throughout downtown, rather than spend most of budget on one spot at edge of district. Discussed with some downtown property owners who agreed; one noted that some see the underpass graffiti as art.</li> <li>▪ Sean: it will just get tagged again if we focus on specific areas</li> </ul> </li> <li>○ Micky: Fuller Ave was given permission for art</li> <li>○ Chelsia: smaller tags are more of an eyesore than larger areas                                     <ul style="list-style-type: none"> <li>▪ Legal space for urban art with use of contracts</li> </ul> </li> <li>○ Sean: policy for designated art spaces and prioritizing what we remove</li> </ul> </li> </ul>	Motion by Lee to approve the FY22 workplan and budget. Mark 2 <sup>nd</sup> , all agreed.  Motion by Lee to approve part a including Artist All-Call added. Mark 2 <sup>nd</sup> , all agreed.  Mark, Sarah, Deb will join façade grant committee.  Micky will notify businesses on 300 block of upcoming tree construction.  Motioned by John to add \$2k towards a grant for parklets. Lee seconded. All agreed.

- Chelsia: urban art is always changing. Is there a way we could invite artists for input?
- Riley: target the eyesores first
- Al: who identifies what is offensive?
- Micky: all other tags could be cleaned up with \$2k. Sounds like option A is what we should go with in terms of policies and procedures for removal, will cost about \$5k.
  - Jake: make it legal and known what defines graffiti.
    - Micky: call for artist to be involved.
- Micky: ask for a motion to go with A and involve artists.
- (A) language proposed to the BID board: full attack graffiti abatement maintenance plan that would create an “opt-in program” which means staff would facilitate graffiti policy and protocols in addition to include outreach to our constituency for access to private property as well as include destination of hot spot areas (Fuller Ave. alleyway, Cruse Ave. Tunnel, alleyway behind Gold Bar) as public art areas in clearly define and educate our community of these areas.

Façade Grant

- 4<sup>th</sup> year doing it, due April 15<sup>th</sup>
- Committee additions: Mark, Sarah, Deb

300-block tree progression

- Trees going back in possibly next week

Parklets and pedlets

- Micky following up on the city for the application process
  - Revising the application to allow for shorter periods
- Micky: grant program to help with businesses?
  - Rex: like façade grant?
  - Sarah: would love to build one in front of their bar
    - Streamlining it would be great
  - Chelsia: working with Painted Pot on collaborating on one
  - Micky: proposed \$2k for funding and to help with all the details

Sidewalk (side conversation)

- Dan: are we taking sidewalks into consideration?
  - Rex: needs to be addressed but we need to get the trees in first
- TIFF money?
  - Riley: we do not need to wait to put in for TIFF money, recommend putting in NOW
- Mark: no uniformity in the sidewalks
  - Needs to be a bigger project with involvement from businesses as a group
  - Sean: create a comprehensive focus
- Micky: try your best to attend public meetings and voice your concerns around sidewalks so that we can get this moving.

Downtown CIP

MOU with the City

- Micky working with Rachel, City Manager
  - Hopeful to get a draft by the end of this week

<p>DHI Additional projects and programs</p> <ul style="list-style-type: none"> <li>• Revive at Five</li> <li>• Spring Window Art Walk</li> <li>• Nuggets</li> </ul>	<p>Revive at Five</p> <ul style="list-style-type: none"> <li>• Bands are booked, permits are in, locations are secured</li> </ul> <p>Spring Window Art Walk</p> <ul style="list-style-type: none"> <li>• Call to businesses and artists to do painted storefronts <ul style="list-style-type: none"> <li>○ 5 businesses have signed up so far</li> </ul> </li> </ul> <p>Nuggets</p> <ul style="list-style-type: none"> <li>• Bank account sits at \$43,462.40</li> <li>• Gift cards are at \$19,458.64</li> </ul> <p>Membership</p> <ul style="list-style-type: none"> <li>• 108 members at \$35,200</li> </ul>	<p>Mike to reach out to vendors and sponsors for Revive at Five.</p> <p>Micky will follow up with bank to see if Nugget's account is interest-bearing</p>
<p>Next joint meeting</p>	<p>October 12<sup>th</sup> during BID regular time (3:30pm)</p>	<p>None</p>
<p>Adjourn</p>	<p>Ended at 9:39am</p>	
<p>Respectfully submitted: Mike Rooney</p>		