

**Helena Business Improvement District**  
 Board of Trustees Minutes  
 Tuesday, July 13<sup>th</sup>, 2021 – 3:30 p.m.  
 330 Jackson St. & Zoom

Board Members Present:	Mark Roylance; Rex Seeley – Chair; Jake Heaton; Lee Shubert; Ryan Stavnes	
Board Members Absent:	John Grant	
Public: In Person; Zoom	Kristi Ponozzo	
Staff:	Micky Zurcher, Executive Director; Mike Rooney, DHI Operations Director	
<b><u>Agenda</u></b>	<b><u>Discussion</u></b>	<b><u>Motion/Action</u></b>
Welcome & Introductions	Meeting was called to order at by board chair, Rex Seeley, at 3:34 p.m.	
Public Comment	None	
City of Helena Parks, Recreation, and Open Lands update	<p>Director of City Parks, Recreation, and Open Lands, Kristi Ponozzo, provided an update:</p> <ul style="list-style-type: none"> <li>• Water restrictions are in place due to draught with irrigation about 25%</li> <li>• Hill and Women’s Park are on wells – Micky asked if Kristi saw any issues with the retrieving water from Hill Park for flower baskets, at this time she believed no</li> <li>• Hiring staff is extremely challenging</li> <li>• Huge increase in event reservations in parks subsequently park usage is high</li> <li>• Considering capital improvements at the civic center including air conditioning; additional capital improvements throughout the parks are in the budget</li> </ul> <p>Lee asked about the activity in Performance Square with the reply being not a ton but some.</p>	
DHI update	<p>Mike thanked Kristi for allowing DHI to keep the awning/tent up from week to week. Revive at Five kicked off last week in Pioneer Park and will be there throughout July before it moves to Women’s Park to wrap up the final four weeks for a total of eight weeks. We suspect around 1000 attendees participated last week even though there was some rain. The board is looking to replace Director Andy O. with Quinn Mahoney from Valley Bank.</p> <p>Mike is out of the office all next week and is setting Micky up to run Revive at Five.</p>	
Approve April and May financials		Motion by Mark to approve the April and May financials. Second by Lee. Motion passes.
Approve May minutes and work session minutes		Motion by Lee to approve the May regular meeting minutes and work session minutes. Second by Jake. Motion passes.
Old Business a. Streetscape b. Assessment d c. MOU with City d. Downtown CIP	<p>Discussion around graffiti on initiating a sustainable program for the constituency, paying 100% for removal of graffiti far exceeds the budget. Long term goal still needs to have some sort of city enforcement and reprehension for the offender.</p> <p>MOU with the City and Downtown CIP are placeholders until the work is completed.</p>	<p>Action: set up a program that has a 50/50 match with a max amount like the façade program. Additionally, the</p>



		<p>board will focus on street facing graffiti versus alleys. Micky will work on the application and have it ready for the August meeting. Continue to work with Clean Slate on a contract and continue to have the resource of local company, BlastPros available.</p> <p>Action: Micky with inquire with the City on the proposed four part component to the assessment since the proposal will increase the city's assessment.</p>
<p>New Business</p> <ul style="list-style-type: none"> <li>a. Flower baskets</li> <li>b. New services</li> <li>c. Juneteenth Day</li> <li>d. Elect Vice-Chair</li> <li>e. Airport Marketing</li> <li>f. FY22 Annual Report</li> </ul>	<p>The board was asked to think of other ideas for beautification efforts that are not flower baskets. Discussion was to consider flower barrels and fake flowers.</p> <p>The board is interested in expanding our services that we “can do” if a price tag comes with it.</p> <p>Lee agreed to take on the role of Vice-Chair.</p> <p>Micky explained an opportunity for Downtown to have their own wall at the airport to display digital marketing. The cost would be \$80/mo.</p>	<p>Action: Micky will inquire with nursery's to find out the prices of doing flower barrels.</p> <p>Motion by Mark to update the employee handbook and operations manual to include Juneteenth Day as a federal holiday for staff. Second by Lee. Motion Passes.</p> <p>Action: Micky has inquired with Jeff at the airport for floor plans for the board to better understand the location of the wall. The board can also go see the location and Micky is working with Jeff to set up a time.</p>

		Motion to approve the FY22 annual report by Lee with the suggested changed. Second by Mark. Motion passes.
News & Announcements		
Next meeting	August 10, 2021	
Adjourn	Meeting adjourned at 4:59 p.m.	