

**Helena Business Improvement District**  
 Board of Trustees Minutes  
 Tuesday, August 10<sup>th</sup>, 2021 – 3:30 p.m.  
 330 Jackson St. & Zoom

Board Members Present:	Mark Roylance; Rex Seeley, Chair; Jake Heaton; Lee Shubert, Vice-Chair; John Grant;	
Board Members Absent:	Ryan Stavnes	
Public: In Person; Zoom	Onawa Linden, Proof Marketing; Grace Ulven, Proof Marketing; Kelley Crevier, Holter Museum; Brandon Pendergast, Visit Helena; Andrea Opitz, Visit Helena	
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 vice-chair, Lee Shubert, at 3:30 p.m. Introductions were made.	
Public Comment	None	
Proof Marketing Presentation	<p>Onawa and Grace discussed their proposal for marketing.</p> <ul style="list-style-type: none"> <li>• Create a stronger marketing plan for showcasing the work we (BID and DHI) do.</li> <li>• Use a stronger message within our website. They showed us a mockup of the website redesign. BID message Choose your Own Adventure, SHOP, DINE, PLAY. DHI message making Helena a Great Place to Live, Work &amp; Play shaping a vibrant downtown to be proud of.</li> <li>• Be proactive with an editorial calendar and using a lead generator to capture emails and gain leads.</li> <li>• Call to action on our website. What are we encouraging people to do? And what do we do. Messaging is simple and clear.</li> <li>• Make property owners aware of what we are doing downtown. Marketing to developers and property owners.</li> </ul> <p>Onawa and Grace leave at 3:56 p.m.</p> <p>Rex joined us at 3:38 p.m.</p> <p>Kelley joined us at 3:50 p.m.</p>	
Holter Presentation	<p>Re-do introductions for Kelley. Grant for Endowment of the Arts. Holter around since the 80's a long-standing staple in the community. Creativity Center coming soon. Applying for the Our Town grant. Arts and Cultures and designs elements to advance economic and social civility involvement in the downtown.</p> <p>Economic commitment; cost share matching grant. What will be our proposed role? In-kind portion is \$5300k. Will also need a letter of support.</p> <p>Kelley leaves at 4:09 p.m.</p>	
DHI Update	<p>Revive at Five – good feedback, local vendors, local bands. New treasurer on the board, Quinn Mahoney. Combining with Point S for Septemberfest. Starting on the 2022 calendar. Art Walks and Parade of Lights on the horizon. Board had a strategy session last week. 501(C)(3) back on the radar.</p>	
Approve June financials		Motion by John to approve the June financials. Second by Jake. Motion passes.
Approve June minutes		Motion by Rex to approve the June minutes. Second



		by John. Motion passes.
<p>Old Business</p> <ul style="list-style-type: none"> <li>a. Streetscape</li> <li>b. Marketing</li> <li>c. MOU with City</li> </ul> <p>Downtown CIP</p>	<p>Comments from Mark: We must do flower baskets. Splash of color in the downtown is a big deal. Real flowers. Bigger basket but maybe fewer. Lee: is it a mix of baskets and barrels. What is the wind load factor? What does it way? Let's try it, get a demo. Barrels in the walking mall would be great.</p> <p>Dialogue on marketing plan: Proof plan useful for backup for staff. Having marketing assistance makes sense and we need marketing assistance. Good messaging ideas. Our current website functions well but if we can make navigation easier. Andrea Opitz added brand and messaging must be clear. What can be linked, take away redundancy. Most important things with the packaging are having the editorial calendar.</p> <p>Baggage area promotion at the airport. Own airport space more.</p> <p>Holter partnership in-kind...a lot of worthy groups and projects in the downtown. How do we choose to find different groups? Value we can provide to them through our marketing channels. Ear mark it for \$6000. Do we consider it? If they get the grant, how does it work?</p> <p>Dialogue from the marketing ideas suggested a community and/or culture development line item in the FY23 budget for future requests.</p> <p>Assessment committee together – Action: Micky will set up a meeting.</p>	<p>Action: Micky will follow up with High Country Growers with 18” baskets and test for this year. Try barrels at the five-point intersection.</p> <p>Action: Micky will follow up with the airport on the baggage claim space and the wall in the terminal area.</p> <p>Motion by Jake to approve the marketing package option 1. Second by Rex. Motion Passes.</p> <p>Motion by Mark to approve the partnership and support of the Holter, Our Town grant. Second by John. Motion Passes. Rex abstains.</p> <p>Action: Micky will put a place-holder in the FY22 approved budget and begin creating a community and/or culture development grant application similar to our façade and parklet applications for business development.</p>
<p>New Business</p> <ul style="list-style-type: none"> <li>a. Maintenance Ambassador Position</li> </ul>	<p>Micky informed the board she hired Al Roy to be our maintenance ambassador. Contract goes until October 31, 2021.</p> <p>Micky thanked the board for participating in the survey that was prompted by the IEDC visit last week. We need one brand identity from the IEDC. Having a town Champion. Where to focus our energy and identity economic</p>	

<ul style="list-style-type: none"> <li>b. MOU and Contract for Services BID/DHI</li> <li>c. Helena's Identity Survey</li> </ul>	<p>impact. TBID, Chamber, DHI, BID, City, and MBAC all need to come together to achieve this recommendation. IEDC will be sending a full recap for strategy and tactics.</p>	
<p>News &amp; Announcements</p>	<p>The city has received two board applications. Micky is working with the city to see when it will go in front of the Commission.</p>	
<p>Next meeting</p>	<p>September 14<sup>th</sup>, 2021</p>	
<p>Adjourn</p>	<p>Meeting adjourned at 5:22 p.m.</p>	