

Helena Business Improvement District
 Board of Trustees Minutes
 Tuesday, September 14th, 2021 – 3:30 p.m.
 330 Jackson St. & Zoom

Board Members Present:	Rex Seeley, Chair; Jake Heaton; Lee Shubert, Vice-Chair; Sean Morrison; Seth Brandenberger; Mark Roylance	
Board Members Absent:	Ryan Stavnes	
Public: In Person; Zoom	Commissioner Heather O’Loughlin	
Staff:	Micky Zurcher, Executive Director; Mike Rooney, DHI Operations Director	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	Meeting was called to order at by board chair, Rex Seeley, at 3:32 p.m. Introductions were made. Welcome new board members Sean and Seth.	
Public Comment	<p>Heather inquired about whether the BID has feedback regarding the recent law on marijuana and zoning of the retail sale of recreational marijuana. If there is feedback, Heather requested we reach out to her or the city attorney.</p> <p>Rex commented that the Rodney Street projects looks real nice. Heather indicated Phase 1 will be wrapped up in October. Phase II is a little delayed and will start in 2022.</p> <p>There was a larger conversation around Trash at the DHI board meeting this morning and Micky has been in conversations with Rachel.</p>	
DHI Update	<p>Mike updated us on fall events. Septemberfest Soap Box Derby – September 25 Kids Fall Festival – October 16 Fall Art Walk - November 12 Parade of Lights – November 26</p> <p>DHI is looking to buy off the loan with Nugget unredeemed dollars.</p> <p>Working on a Montana Health Co-op for the downtown businesses</p> <p>Working with MBAC on a childcare, afterschool co-op at 7th Ave. Gym.</p> <p>Braintrust with City, Visit Helena, Chamber after IEDC visit</p>	
Approve July financials	Micky stated they just received notice the PPP loan has been forgiven.	Motion by Lee to approve the July financials. Second by Mark. Motion passes.
Approve July minutes	Heather left at 4:00 p.m.	Motion by Lee to approve the July minutes. Second by Jake. Motion passes.
Old Business a. Assessment b. MOU w/City c. Downtown CIP d. Marketing e. 2021 Holiday	<p>Assessment conversation</p> <ul style="list-style-type: none"> • Confusion on parking lots and how they are being assessed. Micky read the minutes from the May work session stating what the board had approved. Some board members didn’t think that minutes were reflected correctly. • What if the flat fee did not exist and do the rates on tax value. Trustees agreed this would be the fairest way to assess by reducing the flat fee and increasing the tax value • Using a higher tax value will help with inflation. <p>Mark stated Mosaic is teaming with WGM on the Downtown CIP conversation.</p>	<p>Action: Micky will work to change flat fee (lower) plus the percentage. Keep sq footage off.</p> <p>Vote to market in the airport \$80 for upstairs ad spot for a year. Motion passes.</p>

	<p>Further discussion on marketing at the airport. Micky stated she is working with Proof marketing to get a design layout that will be attractive and capture attention to folks who are just passing through the area. Discussion on the ROI. Micky thought by having our maps, annual reports, on the wall could be an indicator of who is reading the wall. Jake suggested using a QR code.</p> <p>Micky stated the holiday décor idea will be the same as last year with an addition of lighting the trees on the 300 block if/when electricity is available. The 300-block east side is receiving power as part of the 300 block tree project.</p>	
New Business	None	
News & Announcements	Rex indicated there are new owners of T-Mobile; sold it to a lady in CA.	
Next meeting	October 12 th , 2021	
Adjourn	Meeting adjourned at 4:36 p.m.	