

**Helena Business Improvement District thank you**

Board of Trustees Minutes

Tuesday, November 9<sup>th</sup>, 2021 – 3:30 p.m.

330 Jackson St. & Zoom

Board Members Present:	Jake Heaton; Lee Shubert, Vice-Chair; Seth Brandenberger; Mark Roylance, Ryan Stavnes, Sean Morrison	
Board Members Absent:	Rex Seeley	
Public: In Person; Zoom	Andrea Opitz, David Knoepke, Rachel Harlow-Schalk	
Staff:	Micky Zurcher, Executive Director; Mike Rooney, DHI Operations Director	
<b><u>Agenda</u></b>	Discussion	<b><u>Motion/Action</u></b>
Welcome & Introductions	Meeting was called to order at by board vice-chair, Lee Shubert, at 3:34 p.m. Introductions were made.	
Public Comment	Micky asked if there are any final suggestions to the airport marketing. Airport came back and let us know they need to approve the mockup. Once approved, they would like us to sign a three-year contract.  QR with events was suggested with images of events which may help us track engaged effectiveness of marketing in the airport.	
DHI Update	Mike stated Fall Art Walk was cancelled for this Friday. Parade of Lights has 14 floats already signed up. Deck the Halls starting after Parade of Lights. Looking at co-op insurance opportunities.  Next two months working on membership.	
Approve August and September financials	Micky pointed out 2200, accrued vacation & sick leave on the balance sheet. Micky is working with Jody to update this in accordance with the employee handbook.  PPP loan closed in September which was to assist with DHI funding.	Motion by Mark to approve the August financials. Second by Sean. Motion passes.  Motion by Sean September financials. Second by Mark. Motion passes.
Approve August and September minutes		Motion by Jake to approve the August minutes. Second by Mark. Motion passes.  Motion by Jake to approve the September minutes. Second by Mark. Motion passes.
Old Business a. Assessment b. MOU w/City c. Downtown CIP	Assessment conversation is tabled until after meeting with the city scheduled for December 8 <sup>th</sup> .  Micky provided edits to the MOU provided by the city. Great document, very helpful.  Consultants, RPA, came back with a higher cost estimate for the Downtown CIP and Multi-Modal Transportation Study. The top request will be to increase our \$48,000 contribution to \$84,500 (+\$36,400). This includes confusion on the grant funds, which we had figured as income of \$12,500 and the top end \$24,000 which is a split between the city and us. David K. reached out to RPA and is looking to see if we can come to a cost	Motion by Mark to table the assessment conversation until after the meeting with the city. Second by Sean. Motion passes  Motion by Sean to use STIP funds up to \$24,000 not to



	<p>agreement. We do not want the content of the report to be reduced. RPA will give us what we will be paying for.</p> <p>Rachel joined at 3:56 p.m.</p> <p>David left at 4:00 p.m.</p>	<p>exceed with the CIP. Jake seconds. Motion passes 6-0.</p> <p>Action: Micky will make edits to the MOU and send it back to Rachel.</p>
<p>New Business</p> <p>a. Pedestrian Trash Receptacles</p>	<p>The last year has seen an increase in pedestrian trash. A couple of businesses have inquired about us expanding our pedestrian trash cans throughout the district to serve their areas. Currently we operate 23 and replaced 15 of them in the spring of 2021. Micky is suggesting purchase the 8-remaining updated/new trash bins and possibly add 2 additional to make it a total of 25 in the downtown. Cost to do this upgrade would need to come out of the STIP account. Micky provided a five-year review of the STIP funds showing monies have stayed near the \$200,000 amount over the last five years.</p> <p>Mark added spreading our services and show ways that we are providing visibility in the downtown, tangible. Mark is a defender of not using the STIP and believes we need six months to a year's operating in the account. However, this is an opportunity to spread the benefit downtown and trash is a valuable service.</p> <p>Mike left at 4:39.</p>	<p>Motion by Mark to acquire 10-12 trash cans for under \$24,000 from the STIP. Second by Seth. Motion passes.</p>
<p>News &amp; Announcements</p>	<p>Holiday décor and banners are expected to start changing over beginning this Saturday. Brow Tine Properties is contracted with us to do both services.</p> <p>February board retreat scheduled for February 8<sup>th</sup>. Incoming Commissioners (Feaver and Reed) have agreed to participate in a working lunch (tentatively scheduled from 11:30-12:30).</p> <p>DHI has signed the MOU and Agreement for Services, Micky will get Rex to sign, and a copy will be sent to all members of DHI and BID.</p> <p>2022 Calendars are ready for distribution. Thanks to Kevin League and Valley Bank for their sponsorships and partnerships.</p>	
<p>Next meeting</p>	<p>January 11<sup>th</sup>, 2022</p>	
<p>Adjourn</p>	<p>Meeting adjourned at 4:36 p.m.</p>	