

Downtown Helena Inc
 Board Meeting Minutes
 Tuesday, November 9, 2021, 8:30 a.m.
 BID/DHI HQ, 330 N Jackson Street

Board Members Present:	Quinn Mahoney, Dan Barry, Sarah Hamblock, Riley Tubbs, Chelsia Rice (Zoom), Deb Whitcomb	
Public:	Andrea Opitz, Fred Sargeson	
Staff:	Micky Zurcher, BID Executive Director; Mike Rooney, DHI Executive Director (Zoom)	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	Conflict of interest <ul style="list-style-type: none"> AshLy with Community Crate & Dan Barry (as landlord). 	None
Public Comment	None	None
Approve Aug & Sept Financials	None	Deb moved, Quinn 2 nd , all ayes
Approve Aug & Sept Board Minutes	Umbrella Event Discussion <ul style="list-style-type: none"> Visit Helena getting local groups together to work on an annual community celebration. Use the anchor events for our own Andrea: use of TBID grant as well; up to \$5k but will do more if needed/warranted. 	Deb moved, Sarah 2 nd , all ayes
Events Update <ul style="list-style-type: none"> Kids' Fall Festival Recap Little Tykes Trick or Treat Recap Fall Art Walk Cancellation Parade of Lights Update First Thursdays Update Winter Festival Update 	<p>Kids Fall Festival Recap</p> <ul style="list-style-type: none"> Net revenue of \$1,200 Riley: expand on it next year, there's a ton of potential <p>Little Tykes Trick or Treat Recap</p> <ul style="list-style-type: none"> Great turnout, crowds right at the beginning at 1pm <p>Fall Art Walk Cancellation</p> <ul style="list-style-type: none"> Not as much blowback as expected. When most of our downtown businesses don't want to participate, then it's not worth it. <p>Parade of Lights Update</p> <ul style="list-style-type: none"> 14 floats so far, not including HPD and Fire. Route runs down Walking Mall from 6th Ave to Anchor Park Mayor Collins committed to giving speech before lighting of Fire Tower Have Parks on dial in case we need to light the tower earlier A cappella group set up in Anchor park Toys for Tots setting up bins <ul style="list-style-type: none"> Dan: promote businesses who already have the bins. Mike: Toys for Tots will send me the full list and he'll focus on downtown ones in messaging. <p>First Thursdays Update</p> <ul style="list-style-type: none"> Chelsia: use of radio ads to get the word out there. Riley: need business buy-in to even pull this off. <ul style="list-style-type: none"> Chelsia to walk around to other businesses to gauge interest Sarah: open containers and trash cans? <p>Winter Festival Update</p> <ul style="list-style-type: none"> Some other ideas to consider: <ul style="list-style-type: none"> Race to the Sky Horses Riley: shows at Civic Center and Fairground so that branding is all on the same page. 	<p>Mike to reach out to Trolley about having a cappella group on it.</p> <p>Mike met with Toys for Tots: will set up two bins as well as ask downtown businesses to put theirs out.</p> <p>Mike to discuss First Thursdays during business member outreach; will discuss open containers & trash cans during meeting with city manager.</p> <p>Mike to reach out to Visit Helena working group list to put together collaborative partners.</p>

<p>Membership Update</p>	<p>Updated membership benefits document</p> <ul style="list-style-type: none"> • Sarah: eliminate \$750 level • Chelsia: no need for keys • Sarah & Riley: add graph to better showcase member levels on page 2. <p>Free Parking</p> <ul style="list-style-type: none"> • Sarah: any way to add more? 	<p>Mike sent copy & formatting edits to Proof.</p> <p>Mike sent email to membership encouraging them to attend commission calls to ask for more free days downtown.</p>
<p>BID Update</p>	<p>Banners changed out starting on Saturday</p> <p>Decorations focused on Constitution Park this year.</p> <p>Airport marketing</p> <ul style="list-style-type: none"> • 3-year contract • Color scheme needs to change to match carpet color <p>5 boxes of downtown maps left</p>	<p>None</p>
<p>Old Business</p> <ul style="list-style-type: none"> • Health Co-Op next steps • Nuggets Checking Account • 501 (c)3 Creation 	<p>Health Co-Op Next Steps</p> <ul style="list-style-type: none"> • Presentation at General Membership next Wednesday • Open enrollment event at Ten Mile on Dec 12 for employees; smaller events at DHI office in the week leading up to it. • Open enrollment event possibly at Library on Jan 9 for general public; smaller events at DHI office in the week leading up to it. <p>Nuggets Checking Account</p> <ul style="list-style-type: none"> • Use checking account to pay off gift card balance. <p>501(c)3 creation</p> <ul style="list-style-type: none"> • Skip for now, no major updates 	<p>Mike to ask Mountain Health Co-Op about what people would need to bring to events.</p> <p>Deb moved, Sarah 2nd, all ayes.</p> <p>Quinn already moved \$9k out of Nuggets checking to pay off gift card balance.</p>
<p>New Business</p> <ul style="list-style-type: none"> • Alive at Five Stage • New Board Members • Holiday Get-Together 	<p>Alive at Five Stage</p> <ul style="list-style-type: none"> • City willing to invest in infrastructure. <ul style="list-style-type: none"> ◦ Micky and Mike working on updating current stage. ◦ City working on electrical • Equipment rentals now under DHI <p>New Board Members</p> <ul style="list-style-type: none"> • New President and VP needed for 2022. • Two new members needed for 2022. <p>Holiday Get-Together</p> <ul style="list-style-type: none"> • At Blackfoot sometime in December 	<p>Mike, Micky, and Riley waiting for 2nd quote for stage upgrade.</p> <p>Election of board members to happen at January Annual General Membership meeting.</p> <p>Mike to send out poll for BF date.</p>
<p>Next meeting</p>	<p>Board meeting Jan 11; Annual General Membership meeting on Jan 19</p>	<p>None</p>
<p>Adjourn</p>	<p>None</p>	<p>None</p>
<p>Respectfully submitted: Mike Rooney</p>		