

Downtown Helena Inc
Board Meeting Minutes
Tuesday, January 11, 2022, 8:30 a.m.
BID/DHI HQ, 330 N Jackson Street

Board Members Present:	Quinn Mahoney, Sarah Hamblock, Chelsia Rice (Zoom), Deb Whitcomb (Zoom)	
Public:	Andrea Opitz, Lee Shubert	
Staff:	Micky Zurcher, BID Executive Director; Mike Rooney, DHI Operations Director	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	Conflict of interest <ul style="list-style-type: none"> Dan Barry (as landlord). 	None
Public Comment	<p>Quick business update:</p> <ul style="list-style-type: none"> PanHandler Plus is closing Birds & Beasleys is selling The Hopper will hopefully open within the next two months Murray's still empty Independent building may open this spring Wild Child Collective is moving <p>Sarah: what can we do to encourage businesses to stay downtown?</p> <p>Sarah: use of a welcome packet?</p> <ul style="list-style-type: none"> Tote bag, map, sticker, and booklet Double-sided welcome page Local business coupons Convert business tracker to shareable business listing 	<p>Mike to reach out to John (PanHandler) and Amanda (Wild Child).</p> <p>Mike to create Welcome one-pager and convert tracker into business listing</p>
Approve Oct & Nov Financials	<p>1/18/22 UDPATE: Jody provided explanation for financials:</p> <ul style="list-style-type: none"> The vacation is recorded in the financials annually, not monthly. So that's why it's not on there. The negative payables is a timing issue. A payment was on 10/31 for a Nov payable. The payment was made before the invoice was put in against it. This would have been \$1500 for BID. The LOC is the interest that wasn't recorded for the payoff. Retained earnings is the lifetime loss or gain rolled over at the end of the year. It will stay the same throughout the year. Net Income (just below Retained earning on Balance Sheet) change throughout the year based on the monthly P&L. 2020 had a significant loss that rolled over into 2021 creating a negative for the year. 2021 had a profit that rolled over to 2022 that now has a positive retained earnings of \$16977.57. This will remain the same all year. <p>Not approved since we need clarification from Jody</p> <p>Accounts update:</p> <ul style="list-style-type: none"> Checking: \$28,471.31 Nuggets: \$39,630.25 Nuggets Interest: \$25,013.86 Gift Card Balance: \$7,931.92 	<p>1/18/22 UPDATE: Board approved Oct/Nov financials after explanation from Jody. Vote was conducted yay/nay through email.</p> <p>Mike to reach out to Jody about why there are negatives in October and to add accrued vacation and sick time.</p> <p>Mike to re-share updated financials with board to approve through email.</p>
Approve Nov Board Minutes	Micky: delete BID listing at top of page	Sarah moved, Quinn 2 nd , all ayes
Events Update <ul style="list-style-type: none"> January First Thursday Recap Winter Festival Update 	<p>January First Thursday Recap</p> <ul style="list-style-type: none"> Not many businesses involved in this first run since many were doing inventory 12 Tribes Boutique was the one retailer and did well that night though 	

	<ul style="list-style-type: none"> • Anticipate gaining steam as this goes along, listing of involved businesses on website. <p>Winter Festival Update</p> <ul style="list-style-type: none"> • Thursday, Feb 10 <ul style="list-style-type: none"> ○ Live Music @ Ten Mile ○ The Fab Four (Beatles) @ Civic Center ○ A Real Boy @ Grandstreet ○ Live Music @ L&C Brewery • Friday, Feb 11 <ul style="list-style-type: none"> ○ Drink & Draw @ The Holter ○ Live Music @ L&C Brewery ○ Live Music @ Gold Bar/Western ○ A Real Boy @ Grandstreet ○ Local Artist & Small Business Showcase ○ Rancher Cook-Off <ul style="list-style-type: none"> ▪ Micky: go to Rachel about open fire containers ▪ Chelsia: don't close down Last Chance ▪ Details: <ul style="list-style-type: none"> • Close down Lawrence St • \$5 cover • Invite other BBQ spots • 4-8pm • Voting cards for various meals • Open container from Gold Bar/Western • Saturday, Feb 12 <ul style="list-style-type: none"> ○ Snowman Decorating Contest @ Walking Mall ○ Cold Plunge @ Spring Meadow ○ A Real Boy @ Grandstreet ○ Live Music @ L&C Brewery ○ Live Music @ Gold Bar/Western ○ Horse & Carriage Rides @ Last Chance Gulch/Walking Mall ○ Local Artist & Small Business Showcase • Sunday, Feb 13 <ul style="list-style-type: none"> ○ Sledding @ Hill Park ○ A Real Boy @ Grandstreet ○ Bighorn Hockey @ Memorial Ice Rink 	<p>Mike to meet with City planners tomorrow to iron out details.</p> <p>Mike to loop back with Cole Mannix about rancher cook-off</p>
Membership Update	<p>Membership Goals</p> <ul style="list-style-type: none"> • More than halfway to financial goal • More new members than needed, which is always a good thing <p>Communications</p> <ul style="list-style-type: none"> • Mike: what more can we do to get the word out there? • Micky: we've been shortening the message • Chelsia: in the end it's also a personal responsibility to stay in the know • Sarah: appreciate the use of graphics for businesses in our newsletters 	<p>Mike to loop back with 2021 members and let them know he'd like to meet with them in person.</p>
BID Update	<p>Alive at Five Stage</p> <ul style="list-style-type: none"> • Schluter's Metal awarded the contract • City going in on it with BID for funding • Businesses along Walking Mall (and other regions) can rent it <p>Airport marketing is finally up</p>	<p>None</p>

	<p>Assessment conversations</p> <ul style="list-style-type: none"> Should be concluded in the next few months <p>Façade Grant applications due April 15th</p> <p>Website refresh with Proof Marketing continuing</p> <p>Working with partnering with the city on downtown management</p>	
<p>Old Business</p> <ul style="list-style-type: none"> Health Insurance Recap Decide on Board President and VP 	<p>Health Insurance Recap</p> <ul style="list-style-type: none"> No one showed during the daily events; 3 people showed up to the Holter Health insurance companies recommended moving it to November instead of trying to help last-minute people <p>New board President and VP</p> <ul style="list-style-type: none"> Sarah agrees to step up as VP, meaning that Riley is still President for the time being 	All eyes from board members to make Sarah VP
<p>New Business</p> <ul style="list-style-type: none"> Board Vacancies Nuggets Charge for non-members 	<p>Board Vacancies</p> <ul style="list-style-type: none"> Announced next Wednesday at Gen Membership Meeting <p>Nuggets Charge</p> <ul style="list-style-type: none"> Charge non-members a 10% processing fee Roll out in 2023 but get the word out mid-2022 	Mike to let nominees know ahead of time who won and who didn't
Next meeting	February 8th; Annual General Membership meeting on Jan 19	None
Adjourn	None	None
Respectfully submitted: Mike Rooney		