

Downtown Helena Inc
 Board Meeting Minutes
 Tuesday, June 14, 8:30 a.m.
 BID/DHI HQ, 330 N Jackson Street

Board Members Present:	Quinn Mahoney, Onawa Linden (Zoom), Deb Whitcomb, Riley Tubbs	
Public:	N/A	
Staff:	Micky Zurcher, BID Executive Director; Jordan Conley, DHI Operations Director	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	<ul style="list-style-type: none"> • N/A 	None
Public Comment	<ul style="list-style-type: none"> • N/A 	None
Approve April Financials	<ul style="list-style-type: none"> • Quinn: Possibility of raising the wristband price (due to low Alive at Five numbers) <ul style="list-style-type: none"> ○ Jordan/Micky: Already raised from \$1 to \$2; not sure attendees would be on board for another raise ○ Jordan: Should we (re-)introduce credit card payments and eat the fee? ○ Micky: We do have the capability/equipment; Books were a mess in the past, and eliminating cc payments at Alive at Five helped clean things up ○ Jordan: Or venmo? ○ Riley/Deb: Many people don't carry cash ○ Also need an Alive at Five sign saying we accept Nuggets 	<p>Quinn moved, Deb 2nd, all approved</p> <p>Jordan will apply for a venmo business account and add QR code to both wristband and beer tents</p> <p>Jordan will make a "We Accept Nuggets" Sign</p>
Open Discussion	<ul style="list-style-type: none"> • Riley: Spending more time in Craig; will not always have service • We have an open spot on the board <ul style="list-style-type: none"> ○ Onawa: Has suggestions ○ Have interested parties fill out applications; Riley can appoint (acc. To bylaws) ○ Jordan: Consider our lack of retail representation when reviewing applications 	Onawa will pass along information to interested parties; Riley will review applications and make an appointment
Events Update <ul style="list-style-type: none"> • First Thursday • Spring Art Walk • Alive at Five 	<ul style="list-style-type: none"> • Jordan: June was under-advertised; few businesses reached out about events/promotions • Deb: Can we get some recognition in IR 'Your Time'? • Riley/Jordan/Micky: Also Tour Train/Gates of the Mountains • Jordan: Consistency is key • Weather was terrible (windy, cold), but turnout was still great. • Businesses really stepped up to self-organize • Jordan: Many non-members participated; this is a good data point when we approach them about the value of a membership • Micky/Deb/Riley: we could provide more options/benefits for members (balloons, space on the map, etc.), but still encourage/allow non-member participation • We have contracted with the IR for digital ads, but are having trouble with Facebook access due to neither Micky nor Jordan have ownership over the page. <ul style="list-style-type: none"> ○ Jordan: working with Meta ○ Riley: Has a contact as well 	<p>Jordan will reach out to businesses in advance about First Thursday activities</p> <p>Jordan will remind IR et al. in advance; attempt to secure ads</p> <p>Jordan/Riley will attempt to resolve the FB issue</p>

	<ul style="list-style-type: none"> ○ The idea is to draw in folks from surrounding areas to “put heads in beds” and make more of our partnership with/support from Visit Helena ● Overall, A@5 numbers remain low <ul style="list-style-type: none"> ○ Possible causes: weather, not yet recovered from COVID gap, earlier start to this season than last ○ Jordan: This week (6/15) should be more representative ● Jordan: Does need more help with trailers for set-up/clean-up <ul style="list-style-type: none"> ○ Perhaps a good task for Adam ○ Could assign him a staff member to help ● Riley: We have a good marketing opportunity right now given that folks are having to reschedule/adjust their parks trips (due to flooding et al). <ul style="list-style-type: none"> ○ We already promote the Tour Train and Gates of the Mountains; make sure they are promoting us in turn ○ When they print the booklets, we could offer a free wristband ○ Might be worth issuing a press release 	<p>Jordan will check with Gates of the Mountains/Tour Train about Alive at Five promotion</p> <p>Jordan will talk to Adam about trailers; will add him to insurance</p>
Membership Update	<ul style="list-style-type: none"> ● Two new members: <ul style="list-style-type: none"> ○ Skyre Spin & Sweat <ul style="list-style-type: none"> ▪ Jordan: added to roster; logo is added ▪ They are not yet open, but have been introduced via Instagram/FB/the newsletter already ○ Helena Public Arts Committee <ul style="list-style-type: none"> ▪ New members, but not yet added to roster ● Jordan: Nice to see new members at this time of year 	
BID Update	<ul style="list-style-type: none"> ● Micky: Fencing continues to be a concern. We do not have enough for a Parade route. Attempts to work with Gov Cup organizers to borrow/rent fencing not progressing <ul style="list-style-type: none"> ○ Riley: Room for negotiation with the city to return to partial fencing/caution tape? Fencing can pose as many safety concerns as it solves ○ Micky: City was clear about need for full fencing ● Riley: We can figure out a solution for the DHI event (Parade of Lights), but can tell Vigilante/Last Chance Stampede that we don't have the equipment to accommodate <ul style="list-style-type: none"> ○ Jordan: This might put appropriate pressure on the city to step up and purchase some additional fencing ○ We can only take responsibility for our own events; if the city wants other events to happen they need to figure out fencing ○ Jordan: we'll tell interested groups that we can't support a parade route due to changing requirements/lack of equipment 	<p>Micky/Jordan: Continue talks with Gov Cup re: using fencing for Parade of Lights</p>
<p>Old Business</p> <ul style="list-style-type: none"> ● Farmers Market ● Signs Leading to Downtown 	<ul style="list-style-type: none"> ● June and July spots mostly full <ul style="list-style-type: none"> ○ Jordan: did allow members to claim multiple spots as there didn't seem to be a lot of interest ○ Jordan: seems as though MT Free press is allowed to participate ● Sarah and Deb are coordinating to take inventory of existing signs 	<p>Sarah and Deb will check-in next meeting re: progress</p>

<p>New Business</p> <ul style="list-style-type: none"> • Approve Taxes • Parking & Parklets • Bylaws • Board Resignations 	<ul style="list-style-type: none"> • Jordan: Taxes can be approved via email • No update: Sarah not present to give update • Jordan: Might be a job for the retreat; bylaws do need to be updated • Discussed above (Open Discussion) 	<p>Jordan will send out taxes for email approval.</p> <p>Update: Deb moved; Sarah 2nd. All approved</p>
<p>Next Meeting</p>	<ul style="list-style-type: none"> • Return to Bylaws Question 	<p>None</p>
<p>Adjourn</p>	<p>Meeting Adjourned at 9:47am Next Board Meeting: July 12</p>	<p>None</p>
<p>Respectfully submitted: Jordan Conley</p>		