

Downtown Helena Inc
Board Meeting Minutes
Tuesday, September 13, 8:30 a.m.
BID/DHI HQ, 330 N Jackson Street

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| Board Members Present: | Onawa Linden, Riley Tubbs, Sarah Hamblock, Quinn Mahoney, Kelley Crevier | |
| Public: | Lee Shubert, Seth Brandenberger, Andrea Opitz, Brandon Pendergast | |
| Staff: | Micky Zurcher, BID Executive Director; Jordan Conley, DHI Operations Director | |
| <u>Agenda</u> | <u>Discussion</u> | <u>Motion/Action</u> |
| Welcome & Introductions | N/A | None |
| Public Comment | N/A | None |
| Approve June Financials | N/A | Sarah Moved; Quinn 2 nd ; all approved |
| Approve June Minutes | N/A | Quinn moved; Sarah 2 nd ; all approved |
| BID Update | <ul style="list-style-type: none"> • Micky: graffiti update • Micky: Update on Stage/c(3) project—have emailed the city to get a representative on the planning team | |
| Old Business | <ul style="list-style-type: none"> • Sarah: Signs presentation received no reaction from city; next step is to present at MDT | Sarah to figure out who owns each sign and put together a plan |
| Open Discussion: Future of DHI | <ul style="list-style-type: none"> • Riley: this is not a new conversation; we have retention issues and need some room to breathe financially • Jordan: Alive at Five not as profitable due to inflation, rising labor costs, etc. • Riley and others: smaller events are good, but what to do about money? Need to make more money to avoid running out year after year • Sustainability is an issue—how to get out of the A@5 circle? • Membership is difficult—how and whether to treat members and non-members differently • Andrea: TBID in similar spot; being asked to do a lot of work with very little; self-sustaining model is maybe not the way to go • Jordan + Micky: present sponsorship models; float idea of eliminating membership; ideas are vetted by Bill and Jody • Micky: we could undo the BID-DHI divorce and go back to the model we had in 2020, with one operating budget • Lee: how do we get people to become/remain members? • Riley and others: would hate for this org to go away; been around since 1964; there is value in having an alliance of downtown businesses—maybe we reduce membership dues? • Riley: BID and DHI are tied together; let's have convo with BID to see where they stand | <p>Sarah, Riley, and others to attend BID board meeting to discuss options re: the future of DHI.</p> <p>Up for discussion:</p> <ul style="list-style-type: none"> --Possible dissolution of DHI --Undo BID-DHI divorce; return to one operating budget --Financial bail-out --Move all staff/personnel over to BID --Forgiveness of management fee --Elimination or restructuring of membership model |

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| Membership Update | <ul style="list-style-type: none">• 1 new member (Arndt Insurance)• Jordan: wants to hold off on approaching new members until decisions are made | |
| Adjourn | Meeting adjourned at 10:30am | None |
| Respectfully submitted: Jordan Conley | Next meeting on October 11—Joint Meeting with BID | None |