

Business Improvement District Retreat Minutes

Tuesday, February 14, 2023 – 8am

330 N Jackson Street | [Zoom](#)

BID Board Members Present	Seth Brandenberger Chair; Onawa Linden, Vice-Chair; Rex Seeley; Ryan Stavnes, Treasurer; Alicia Pichette; Randy Burrington	
BID Board members Absent		
Public:	Andrea Opitz, TBID; Brandon Pendergast (zoom) until 11am	
Staff:	John Dendy (BID ED) and Jordan Conley (DHI Operations Director)	
<u>Agenda</u>	<u>Discussion</u>	<u>Motion/Action</u>
Welcome & Introductions	BID board chair, Seth Brandenberger, called the meeting to order at 8:15am and introductions were made.	N/A
Public Comment	None	N/A
Agenda Review		N/A
Approve December 2022 Financials		Motion to approve the Dec financials by Alicia. Second by Ryan. Motion Passes 6-0.
Approve January 2023 Financials	<p>Discussion:</p> <ul style="list-style-type: none"> • John: 60k payment for CIP not reflected in budget • John: Also, marketing budget is over, due to 1) Alex’s salary falling under marketing, and 2) the DHI sponsorship falling under marketing • Seth: Set up a meeting with Jody to amend the budget. Involve Ryan • All: This prevents having to explain every meeting why we’re over • Rex: question re: when plans need to get to the city. • Andrea: statute specifies mid-may; Rex thinks earlier 	<p>Motion to approve Jan financials by Ryan. Second by Randy. Motion passes 6-0</p> <p>Action: John and Ryan to schedule meeting with Jody to amend budget.</p> <p>Action: John to check on when plans are due</p>
Approve January 2023 Minutes		Motion to approve Jan minutes by Ryan. Second by Onawa. Motion passes 6-0
DHI Update	<p>Jordan: Membership at ~130; Sponsorship at ~30k if we don’t count the BID contribution of 25k. Does the BID wish for their money to count as a sponsorship?</p> <p>Side conversation with Alicia and Rex: The BID did not commit to full 25k. Instead the BID paid 12.5k with the second installment to be voted on in June. Jordan/John: The minutes reflect that the full 25k was approved, to be distributed in two installments.</p> <p>Jordan: Update on WinterFest/Winter Art Walk (successful)</p> <p>Jordan: Brief overview of A@5, Soapbox Derby, and other events planned for 2023</p>	

<p>Goals and Possible Projects: Open Discussion</p> <p>a. Business development and promotion</p> <p>b. Signage</p> <p>c. Master Plans—Existing Downtown Master Plan; Pedestrian Mall Master Plan</p> <p>d. Recycling/Garbage Collection</p> <p>e. Downtown Police Officer</p> <p>f. Streetlights</p>	<p>a. John: Parking emerging as concern. Rex: used to be a parking commission, but it went away. There should be a commission. John: idea about Nuggets—perhaps BID should finance a realtor discount. Also, what is preventing downtown from being fully livable? Grocery, gym, and daycare. Jordan: BID can be involved in more active matchmaking between property owners and businesses.</p> <p>b. Rex: people hate billboards but they work; Seth: we need more signage to direct people downtown. Marketing committee should look at billboards question (maybe at airport? Rotating signs at the luggage). Jordan: Also consider Westaff digital sign. All: Malfunction Junction as well. Seth: How much are billboards? Onawa: 1000-1500 to print; 1000/month to rent.</p> <p>c. Conversation bracketed until Multimodal Plan Update</p> <p>d. Discussion re: taking over the garbage collection downtown. Idea is that the city would pay the BID for handling one contract for all solid waste collection and recycling in the BID district. Rex: BID can do an actual assessment.</p> <p>e. Issues downtown (ice sculpture smashed; light bulbs removed; folks sleeping everywhere). Previously discussed idea: BID would pay 50% of the salary of the police officer. What would the cost be? Around 65k. This would provide an increase in patrols; would not be a replacement for existing patrol schedules (i.e. summer bike cops). Jordan: What do other communities do? Missoula and Billings have downtown ambassadors trained to work with unhoused population. Also, police officer will not necessarily solve issues related to homelessness. Alicia: other organizations are working on this matter. Perhaps we should touch base with them first.</p> <p>f. We need more attractive, historical streetlights in the BID district (like those on Rodney street). Onawa: Good example is Anaconda. Particular sites of concern: 6th, Jackson, Cruse</p>	<p>a. Action: Ask about the status of the parking commission</p> <p>b. Action: Marketing committee to pursue option of billboards at airport and along I-15</p> <p>c. N/A</p> <p>d. Action: John will investigate the possibility of an assessment</p> <p>e. Action: Alicia and John to do some research and check-in with other organizations about the role the BID can play. Brandon suggests streetstream.org as a resource</p> <p>f. N/A</p>
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<p>g. Sidewalks</p> <p>h. Downtown Stage</p>	<p>g. They are so expensive. City has sidewalk meetings and a board that helps pass complaints and resources on to property owners. John/Jordan: The vaults behind the Atlas building are emerging as a concern. According to the Master Plan, sidewalks should be granted more priority. Not just a private property issue. The city and parking commission own properties throughout the district that are in disrepair/do not meet ADA standards. Rex: This should be addressed as part of the Master Plan for the Pedestrian mall</p> <p>h. Update from Jordan. Working group (Jordan, Matt Aune from Mosaic, Sean Morrison) has designed a fall course for MSU students. They will be assessing three sites: Pioneer/Anchor, Womens/Hill, and Centennial/Memorial. Hope is to include public restrooms in plan</p>	<p>g. Action: John will start the conversation with the city.</p> <p>h. Action: Jordan to keep board updated on progress</p>
<p>BREAK from 9:50am-10:05am</p>		
<p>Current Work and Budget</p> <p>a. Streetscape (Flowers, Banners, Graffiti, Garbage)</p> <p>b. Marketing</p>	<p>a. Flowers: John: all flowers and banners fall under streetscape. High Country Growers has been granted the bid. Costs are higher, but there is value in consistency/sticking with what made the program successful last year. Increasing the barrels will cost \$8500. Suggestion that businesses be asked to maintain their own barrels. Jordan: Maybe starting in 2024, but sponsorship packet specifies that BID will maintain them this summer (2023). Seth: Can we increase baskets on Fuller? John: not opposed to Fuller, but once we start something we don't want to take it away. When did baskets go up last year? Mid-June. Rex: We need a rough financial estimate; rough estimate on labor. John: \$1500 for extra baskets; \$1500 for extra labor; \$3000 for extra flowers. Re: labor—discussion about hiring a two person crew—one for watering, one for driving. Jordan: Could this be an in-kind relationship with the city—they pay for one person, we pay for the other?</p> <p>Banners: Banner change-outs more complicated than folks realize. Need a bucket truck. We've received a bid from City Lights. It is a significant price increase. However, they're the only ones who have done it correctly recently. They are the keepers of the institutional knowledge. This is a specialized job—not a lot of options for contracting. Tabbert is not interested Who might be interested in sponsoring banners? Intrepid, Visit Helena. PPLT already applied. Onawa: Banners could become a larger sponsorship program.</p> <p>Graffiti: 10k was spent last year. General satisfaction with the work of Clean Slate Group</p> <p>b. Need to redefine committees. Agreement to continue with joint BID/DHI marketing committing.</p>	<p>a. Motion to approve 125 baskets and 20 barrels by Randy. Ryan seconds. Motion passes 6-0. Action: John: to discuss an in-kind arrangement with the city. Full package (\$48,500) might include: 1 person for flowers, BID and DHI staff on city retirement and health care plans (similar to county arrangement with MBAC)</p> <p>b. Action: Jordan to recruit a DHI rep for joint</p>

<p>c. Façade Grant</p> <p>d. Parking</p>	<p>c. Seth: Façade grants were a bit challenging last year. Committee didn't award any because grants submitted didn't meet requirements. We still have money from last year. Let's re-approach everyone who has applied. Rex: make it clear that if you've applied before you can apply again. John/Onawa: in particular, requiring two bids is difficult. Eliminating that requirement would solve simplify the process. Not awarding any bids hurt the reputation of the BID</p> <p>d. Parking Advisory board hasn't been implemented; Parking commission needs to be re-started.</p>	<p>marketing committee</p> <p>c. Action: Grants committee to revisit and streamline application</p> <p>d. Action: Jordan: March General Membership meeting will address parking and parklets. John: Touch base with city about status of parking commission</p>
<p>Committees</p>	<ul style="list-style-type: none"> • Exec Committee <ul style="list-style-type: none"> ○ Onawa, Seth • Streetscape (Banners, Flowers, Christmas Decorations) <ul style="list-style-type: none"> ○ Alicia, Randy • Grants (Façade, Parklets) <ul style="list-style-type: none"> ○ Seth, Onawa • Marketing <ul style="list-style-type: none"> ○ Onawa, Ryan, DHI TBD • Ad-Hoc for Assessments <ul style="list-style-type: none"> ○ BID Board: Rex, Seth ○ Members: Jim Burrington, Alan Nickelson, Mary Rutherford ○ Suggestions: Split into a core district and an outer district; work out in-kind arrangement with the city 	<p>Action: Jordan will reach out to DHI about serving on Marketing and streetscape committee meetings.</p> <p>Streetscape committee will meet at 2pm on 1st and 3rd Fridays. (In March: 1st, 17th, and 31st).</p>
<p>BREAK: 11:45am-12pm</p>		
<p>Working Lunch— Multimodal Plan Update, Kerry Lynch, RPA</p>	<p>Kerry provided an update on the status of the plan. Issues needing attention:</p> <ul style="list-style-type: none"> • Lack of response from city re: fire code, how to change code to allow bikes on the walking mall, etc. There are other ways around reversing decision re: bikes on the walking mall besides calling for a vote. There is community support for reversing this decision. Bike racks can be added to the walking mall • Rex: Cruse Avenue and Park; realignment process—was this supposed to be included? 	<p>Action: John to develop a strategy for approaching the city (start with department heads) to get RPA the answers they need to finalize public draft</p>

	<ul style="list-style-type: none"> • Kerry: public draft is coming soon. Jordan: images/call to action should be shared at Alive at Five 	
New Projects – Priority Setting	<ul style="list-style-type: none"> • Business Development and Promotion (Marketing) • Signage (DoT) • Recycling and Garbage (Determine Scope of Project and Ask for bids) • Homelessness • Master Plan for Pedestrian Mall 	<p>Actions:</p> <ul style="list-style-type: none"> • Rex and Seth to work on garbage issue. All decisions must go through BID office/board. • Police/Unhoused population: John and Alicia to check in with other groups • Master Plan for Pedestrian Mall: Ryan and Randy • Jordan to find DHI reps for these issues
Adjourn	<p>Meeting adjourned at 1:58pm</p> <p>Next meeting: March</p> <p>Respectfully submitted: Jordan Conley and John Dendy</p>	