

**Downtown Helena Inc**  
Board Meeting Minutes  
Tuesday, October 10, 8:30 a.m.  
BID/DHI HQ, 330 N Jackson Street

Board Members Present:	Sarah Hamblock, Megan Helton, Matthew Hoffman (Zoom), Vanessa Larson	
Board Member Absent	Rusty Linden; Kelley Crevier; Chris Starr	
Public:	Callie Aschim (Chamber, remote), Brandi (GNTC – Zoom), Betsy McCarthy (Cygnets Strategies); Randy Burrington (BID Board); Peter Strauss (Helena Farmers Market and Great Divide Ski Patrol)	
Staff:	John Dendy, BID Executive Director; John Murdy, BID Maintenance Ambassador	
<b><u>Agenda</u></b>	<b><u>Discussion</u></b>	<b><u>Motion/Action</u></b>
I. Welcome & Introductions	N/A	None
II. Public Comment	<p>Betsy McCarthy has applied to be on the DHI Board.</p> <p>Callie: Little Tykes T or T. People are booking and signing up. This is linked to DHI website. Will have tables with info. Will contact businesses this week.</p> <p>Matt: Neil Sauter’s balloon festival. They have a big donation from Hans Solar Energy (installation) and Elivate Montana (equipment) for a \$18,000 solar panel package. These raffle tickets will be \$20. Tons of other raffle prizes for a \$5 ticket.</p> <p>Peter Strauss – Great Divide Guardians of the Grind Rail Jam will coincide with Art Fall at Constitution Park. On 12/9 there will be an open house at the new ski patrol building. Retro Day will be March 9. The Farmers Market continues through October 29.</p>	Callie: contact businesses.
III. September Financials	<p>Sarah: checking is at \$6000. Nuggets checking solvent, but not ours to spend. \$42K in Nuggets CD matures 11/27. \$10K in Nuggets at Capital Sports (ask them to donate?) Dendy: explains the DHI accounts.</p> <p>Vanessa: Any time limit on Nuggets, or a tracking system. Group: no. Andrea: encourage businesses to redeem. Megan: an amount limit on redemption.</p> <p>Financials approved later in the meeting as noted here.</p>	Vanessa moves, Matt 2 <sup>nd</sup> . Passes 5-0 (Betsy voting as new board member)
IV. September Minutes	None	Matt moves, Vanessa Second, approved 4-0.
V. Board member removal and vacancies	<p>Sarah: can remove a board member if absent for more than 3 consecutive meetings and failure to conduct duties. Rusty has been absent and unengaged.</p> <p>Betsy McCarthy applies for board.</p>	Megan moves to remove Rusty Linden from Board, Matt seconds, passes 4-0. Matt moves to elect Betsy McCarthy to the board, Megan second, approved 4-0. Betsy is on the board.
VI. Staffing Update	Part time position is posted. Interview last week of October. Right now we don’t have the money to hire.	
VII. Downtown Organizational Strategy: Cygnets Strategies	<p>Betsy: is the COO with Cygnets – offering help. Short term goals: fiscal responsibility and fulfilling membership benefits. People are upset because of Jordan’s letter, so now is the time to act. They will give money to keep what they want. Meeting tomorrow at 2:30.</p> <p>Sarah: pledge drive to do: plan in October, roll out November,</p>	

	evaluate in December. Peter: this is a crisis turnaround. Go public and say “we need your help.”	
VIII. Events Fall Art Walk  Little Tykes Trick or Treat  Parade of Lights	Art Walk <ul style="list-style-type: none"> <li>• Omerta offered to help, but there was a miscommunication. Omerta published a web site like it is theirs from here on out, which was not discussed. DHI needs to stay involved to represent businesses.</li> <li>• Sarah read an email from Leah.</li> <li>• Discussion: trolley is a great idea. Registering businesses and advertising for them is a DHI role.</li> <li>• This is more work now than it would have been without any help.</li> <li>• Vanessa: Soap Box as example. She and Jordan were in constant communication and had a clear delineation of responsibilities.</li> </ul> Little Tykes T or T – Chamber is handling. See above. Parade of Lights <ul style="list-style-type: none"> <li>• Sarah has submitted permits. Hefty fees: \$550 for Parks.</li> <li>• City lighting Firetower at 5:30.</li> </ul>	
IX. Membership update	<ul style="list-style-type: none"> <li>• To do: ask Jody – is Nugget liability accurate?</li> <li>• Sarah – membership season quickly coming up.</li> <li>• John – early bird membership renewal.</li> <li>• Chris – will look at sponsorships and tiered memberships</li> </ul>	John – investigate Nugget liability  Chris: plan membership levels and sponsorship packages
X. Sponsorship update	<ul style="list-style-type: none"> <li>• Sponsorship meeting next week.</li> <li>• John: We don’t have the money to the events person.</li> <li>• Randy: you are way underselling. Businesses pay \$100 to get their name on a high school sports poster. Chamber is \$450/yr.</li> </ul>	
XI. Budget Development	No notes on this. John left.	
XII. BID update	John will provide in writing.	John provide report.
XIII. Appoint BID board liaison	Appoint BID board liaison	Megan will attend.
XIV. Adjourn	Meeting adjourned 10:05.?	None
Next Meeting	November 14, 8:30 am	
Submitted by John Dendy	Next meeting on October 10 at 8:30 am.	None