

Helena Business Improvement District

Board of Trustees Minutes

Tuesday, July 11, 2023 – 3:30pm

330 N Jackson Street | [Zoom](#)

BID Board Members Present	Seth Brandenberger, Chair; Onawa Linden, Vice Chair; Rex Seeley; Ryan Stavnes, Treasurer; Randy Burrington (Zoom); Alice Santos; Alicia Pichette	
BID Board members Absent	None	
Public:	Peter Strauss; Emily Dean; Kev Hamm (joined at 3:45pm)	
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 3:36 pm.	John to add Alice Santos to the August agenda as board member; add to website
Public Comment	Peter Strauss: Great Divide is building a new ski hill and opening a new building for upcoming ski season Peter Strauss: Farmers Market is having a record year	N/A
Approve June 2023 BID Minutes		Motion to approve the May minutes by Rex. Second by Onawa Motion passes 7-0.
Budget Update	John: We can expect the assessment check ASAP. At the next meeting we will have a calculation of overages and underages for the year. Ryan: Do we need a third party audit? John: we are included in the city audit, and we expect the cost to go up.	N/A
Downtown Helena Update	Jordan: Halfway point of Alive at Five; attendance has been steady. Arrangement with Lewis and Clark Brewery is working Summer Art Walk registration is low—both with artists and businesses. Park Avenue Block party planning looks promising Soapbox Derby and Kids' Fall Fest scheduled for September 15-16	N/A
Downtown Public Toilet—Update + Discussion	John: All 5 Commissioners recommended some funding. No doubt this is an expensive toilet, but has safety and functionality advantages Alice: seems like a great product; price is concerning Seth: probably won't save money by pursuing alternatives Emily: need an ongoing maintenance plan; get a cost estimate for facilities John: In British Columbia (comparative climate) cost was \$100/month; need to decide who will carry the burden	John attend Commission, TIF meetings

	<p>Emily: Toilet came up during the United Way listening session; County Commissioner Hunthausen expressed support</p> <p>John: Commissioner Dean’s proposed financial support was on lower end—58k. Is there a way to raise this?</p> <p>Emily: There’s interest in providing more as long as there are other partners involved; maintenance plan worked out</p> <p>John: talked to Good Samaritan Ministries about paying someone to perform ongoing maintenance</p> <p>Seth: We also need to settle on a proposed location. Constitution Park?</p> <p>John: Have considered TIF funding, but then BID would be in competition with its constituents</p>	
<p>Program Updates</p> <p>a) Marketing—BID Outreach</p> <p>b) Streetscape</p> <p>c) Other</p>	<p>a) Nicholson committed to Proof Plan; lets acknowledge the conflict of interest once again</p> <p>Plan includes a marketing calendar; messaging session; initial outreach letter; and initiatives for gathering data (addresses, names, emails, etc.)</p> <p>John: Also getting a few digital billboards. TBID will go 50/50 on billboards, which will direct people to Visit Helena landing page. Yard signs are being printed</p> <p>Emily left meeting at 4:33pm</p> <p>b) Flowers are looking good. Decorations have been ordered</p> <p>Resource guide on the unhoused is printed; being distributed. Will go out in newsletter as well. Fiscal sponsorship fundraising site is up</p>	<p>a) Motion by Ryan to approve spend 10k on marketing plan provided by Proof. Second by Alicia. Motion passes 7-0.</p> <p>b) N/A</p> <p>c) N/A</p>
Adjourn	Meeting adjourned at 4:50	
Submitted by	Jordan Conley and John Dendy	
Next meeting	August 8, 2023, 3:30 pm, Trailhead office, 330 Jackson	