

Helena Business Improvement District

Board of Trustees Minutes

Tuesday, June 13, 2023 – 3:30pm

330 N Jackson Street | [Zoom](#)

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| BID Board Members Present | Seth Brandenberger, Chair; Onawa Linden, Vice Chair; Rex Seeley; Ryan Stavnes, Treasurer; Randy Burrington; Alice Santos; Alicia Pichette (Zoom) | |
| BID Board members Absent | None | |
| Public: | James Newman, Portland Loo (Zoom); Emily McVey, United Way (joined via zoom 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 3:32pm. Welcome to Alice Santos as a new board member. | N/A |
| Public Comment | N/A | N/A |
| Approve May 2023 BID Minutes | | Motion to approve the May minutes by Rex. Second by Ryan. Motion passes 7-0. |
| Approve May 2023 BID Financials | | Motion to approve the May financials by Alicia. Second by Ryan. Motion passes 7-0. |
| Downtown Helena Update | <p>Jordan: Alive at Five season is underway; Cruse Avenue block party a success.</p> <p>Make Music Day scheduled for Wednesday, June 21. Will work like the Art Walk</p> <p>Summer Art Walk scheduled for Friday, June 14. Block Party on Park Avenue</p> | N/A |
| Downtown Public Toilet—Presentation by Portland Loo | <p>John: Need for an outdoor toilet is there; he has brought the need to the attention of the city commission; Portland Loo is one such option. Three commissioners have listed a public toilet as a priority: Dean, Reed, Shirtliff.</p> <p>James Newman: Portland Loo is designed for a small space so it can fit anywhere; it is a resource; it is a capital investment. Model was designed with maintenance crews, first responders, and city officials.</p> <p>Further Discussion of how it is installed; cleaning procedures; options for customization (drains, handwash station, etc.)</p> <p>Seth: What about the cold weather package?</p> <p>James: cold weather package has water circulating through the toilet bowl housing so it doesn't freeze. Heating element in the back of the toilet. Handwash station is turned off in the winter, but sanitizer station remains in place.</p> | John to work with City Manager, Parks, and City Commission on next steps |

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| | <p>John estimate: Heating in the winter is about \$100/month.</p> <p>Seth: What about safety?</p> <p>James: interior and exterior lights. Lack of complete privacy promotes appropriate usage. Blue light makes it difficult to see veins (i.e. prevents shooting up). Not quiet, not secluded: does not encourage lingering</p> <p>James: Also provides spaces for advertising or design—can enhance look of downtown.</p> <p>James left zoom after presentation and Q & A.</p> <p>Further Discussion:</p> <p>Seth: resistant to the BID taking on the maintenance</p> <p>John: the need has presented itself from business and property owners. BID is collecting taxes to improve the downtown. If not this project, then what project?</p> <p>Seth: Public restroom is included in the CIP.</p> <p>John: Estimate was based on the then-cost of the Portland Loo.</p> <p>Alicia and Onawa: This seems like an opportunity to meet a need and enhance the downtown.</p> <p>Where would it go? Maybe Constitution Park</p> <p>Rex: One complication is that the city has long considered selling Constitution Park. Prefers across the street at north end of walking mall.</p> <p>How much will this cost?</p> <p>John: Probably 250k.</p> <p>Seth: next steps?</p> <p>John: Work with Parks, City Manager, Commission, etc. to determine feasibility, funding sources, and next steps</p> | |
| Marketing—BID Outreach | <p>John: RFQ sent to SOVRN, Edge, MT Radio Company, Allegra, Proof, and a freelancer. Only two proposals received—one from a freelancer and one from Proof Marketing (Onawa). Proof Marketing can do some or all of the work for up to 10k. Must acknowledge conflict of interest—Onawa is vice-chair of the board and is on the marketing committee.</p> <p>Need: People don't know what the BID is and what it does Audiences: 1) constituents (property owners), 2) Public, downtown enthusiasts</p> <p>Nicholson has offered to provide funding</p> <p>Presentation by Onawa: Proof does a lot of pro bono work for BID/DHI; is now interested in helping the community understand what the BID is. In any marketing plan, all the pieces should be connected (social media, website, mailers, etc.). Presented two packages: 1 for \$10k; 1 for 20k</p> | <p>John will present proposal to Nicholson. Will proceed with some version of the plan with or without Nicholson funding.</p> |

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| | <p>John: let's acknowledge that we are hiring a board member to do the work.</p> <p>Alicia left zoom meeting at 4:49pm .</p> <p>Question: Could we separate out what DHI owes for this plan? Onawa: This is possible, yes, but the two are intertwined on the website and social media</p> <p>Jordan: Also should be acknowledged that she has been doing all work on website and social media for both DHI and BID; should be factored into any conversation re: what DHI owes. DHI contribution is labor (past and future).</p> <p>Discussion about holding off decision until Nicholson funding is confirmed.</p> <p>John: with or without the Nicholson money some version of this has to be done with the marketing budget.</p> <p>Jordan left at 5pm.</p> | |
| Marketing/Other --Signs for Soccer Field --Billboards | Onawa showed an example of a soccer field sign. Onawa: checked on billboards and they came back expensive. Is seeking a cost breakdown and will make a recommendation. | Onawa will make recommendations to marketing committee. |
| Budget/Assessment Update | John: Budget/assessment went before the commission administrative meeting on June 7 and first resolution of intention to approve pass at the regular commission meeting on June 12. Final vote on June 26. | None |
| Program Updates | --Flower delivery at 5 a.m. tomorrow, Thursday, and Friday --Banners—Gov Cup down yesterday; interest from others --Options for holiday decorations sent out by Jordan --ArtSpace preparation continues. ArtSpace will be here July 25-27 --unhoused handout – provided but didn't discuss | |
| Adjourn | Meeting adjourned at 5:05. | |
| Submitted by | Jordan Conley and John Dendy | |
| Next meeting | July 11, 3:30 pm, Trailhead office, 330 Jackson | |