

## Helena Business Improvement District

Board of Trustees Minutes  
 Tuesday, May 9, 2023 – 3:30pm  
 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	None	
Public:	Sarah Hamblock (DHI President); Tim Chisman; Bethany Coe (Zoom, left at 4:15pm)	
Staff:	John Dendy (BID ED) and Jordan Conley (DHI Operations Director)	
<b><u>Agenda</u></b>	<b><u>Discussion</u></b>	<b><u>Motion/Action</u></b>
Welcome & Introductions	BID board chair, Seth Brandenberger, called the meeting to order at 3:35pm	N/A
Public Comment	N/A	N/A
Approve April 2023 BID Minutes		Motion to approve the April minutes by Rex. Second by Randy. Motion passes 6-0.
Approve March 2023 BID Financials		Motion to approve the March financials by Alicia. Second by Ryan. Motion passes 6-0.
Approve April 2023 BID Financials		Motion to approve the April financials by Ryan. Second by Randy. Motion passes 6-0.
Downtown Helena Update	<p>Jordan: Gold Rush Days a partial success. Next year they will focus on what went well and emphasize those aspects. Disappointing that more businesses weren't involved and open</p> <p>Spring Art Walk: on track for Friday, May 12</p> <p>Jordan: Just passed the year anniversary of position with DHI; intends to ask for a performance review from her board and will also ask for a raise</p>	N/A
Assessment Update	John: Recommendation has been sent to the city. It will go to the City Commission on June 7 for the administrative meeting, then to the full commission meeting. Then there will be two weeks for public comment. The commission will indicate their intent to approve	N/A
City MOU Update	<p>John: Had meeting with the city and took the opportunity to sketch out the status quo so that details are all in writing</p> <p>John: city will contribute \$8k to offset trash/flower maintenance</p>	N/A

	<p>John: Flowers will go up in mid-June; bulb-outs already looking better; PPLT and Gov cup doing banners; there is interest from Ales for Trails as well</p> <p>Rex: Is the cost for banners greater than our costs? John: Updated pricing covers our costs - 50% greater.</p> <p>Randy: This could be a greater revenue generator. Have we asked Carroll Athletics or Great Divide about interest?</p> <p>John: Good idea. We can pursue other potentially interested parties; should retain City Lights as contractor</p>	
FY24 Budget—Discussion and Motion	<p>John: Marketing is the single biggest chunk; also the least defined but most malleable; interest in commissioning a BID communications plan. Also, the 12.5k that was promised to DHI will come out of marketing</p> <p>John: Streetscape has always been the trash and holiday decorations; separated the two and created “Sanitation” to be more accurate. Budgeted for second portable toilet</p> <p>Onawa: still looking into cost of billboards—both digital and non</p> <p>John on Decorations: Jordan recommending over-road options. By splitting the expenditures over two fiscal years we could potentially get a lot of decorations</p> <p>John on Banners: still interest in a potential design contest for banners</p> <p>John: maintained line items for: parklets, facades/murals; also for business development</p> <p>John: lease is up in September; has budgeted for a \$100 increase but less for utilities; increased vehicle maintenance; BID truck could use some attention; can tighten belt on some administrative costs (investigating IT software subscriptions and contract labor)</p>	<p>Motion to approve the FY24 budget Ryan. Second by Alicia Motion passes 6-0.</p>
Program Updates	<p>John: Not reflected in the budget line items is advocacy work</p> <p>HACF fiscal sponsorship contract signed</p> <p>There is a board training offered by the city---recommended by Rex who has taken it</p>	N/A
Adjourn	Meeting adjourned at 5:01pm	
Submitted by	Jordan Conley and John Dendy	
Next meeting	June 13, 3:30 pm, Trailhead office, 330 Jackson	