

**Helena Business Improvement District**  
 Board of Trustees Minutes  
 Tuesday, September 12, 2023 – 3:30pm  
 330 N Jackson Street | [Zoom](#)

BID Board Members Present	Seth Brandenberger, Chair; Onawa Linden, Vice Chair; Ryan Stavnes, Treasurer; Rex Seeley (Zoom); Randy Burrington; Alice Santos; Alicia Pichette	
BID Board members Absent	None	
Public:	Sarah Hamblock (DHI President); Andrea Opitz (Zoom – left approx. 4:30 pm)	
Staff:	John Dendy (BID ED)	
<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 3:30 pm.	N/A
Public Comment	N/A	N/A
Agenda Review/Housekeeping	No changes.	N/A
Approve August BID Minutes	None.	Motion by Alicia, Randy second. Passed 7-0
July Financials August Financials	<p>Ryan: will there be an additional ~\$5000 in assessments?</p> <p>John: Expect it to come in after late tax payments and processing by county, then city.</p> <p>Alicia: with property tax increases, are payments under protest impacting assessment?</p> <p>Alice: Is it held in escrow? Will ask city/DOR.</p> <p>John: revenue includes \$8K from City for beautification, \$750/month from PMI for BID outreach, cost sharing on marketing from Visit Helena and Chamber.</p>	<p>Alice: ask if protest tax payments are held in escrow.</p> <p>July: Alice moved, Onawa 2<sup>nd</sup>, passed 7-0</p> <p>August: Ryan moved, Randy 2<sup>nd</sup>, passed 7-0</p>
DHI/BID staffing discussion	<p>Sarah: DHI in turmoil. Looking at possible organizational structure changes. Upcoming events: Soapbox, Little Tykes, Parade of Lights, Santa Event.</p> <p>John: what does BID board value about DHI programs? What would we lose without DHI? There is a business owners' org in every town, DHI has been around since 1964. If DHI goes away and BID gets voted down, downtown Helena has no downtown organization.</p> <p>John: He is the defacto DHI administrator. Hiring Events Manager will not meet needs like Nuggets program, membership renewals, sponsorships.</p> <p>Rex: volunteers and board ran DHI for a while.</p> <p>BID Staffing: John will give Mike Theil a raise from \$20 to \$25/hr and assign more program coordination duties for beautification logistics. Hours will increase approx. 10-15%. About \$5K more in wages. Mike does a great job. Alicia: flowers look better than ever.</p> <p>Alice: do we have budget reserves?</p>	

	<p>John: \$288K in accounts, \$135K allocated, leaving \$153K.</p> <p>John: No motion needed, director governs staffing, but need advice and consent for possible budget impact.</p> <p>Seth: Does anyone have a problem with this? None spoken.</p>	
Committee/Program updates	<p><b>Marketing/outreach:</b></p> <p>John: Began contract with Proof for BID outreach with support from Nicholson/PMI. Letters went out this week to all constituents. Trying to get emails and engagement through survey.</p> <p>Alicia: what about people who don't use QR codes?</p> <p>Onawa: we did include the phone number and email.</p> <p>John: Annual report will come out in September with another opportunity to engage. Must update façade application first.</p> <p>John: South facing billboard on I-15 ran July and August. Did generate web traffic. North facing now up. Funded ½ BID, ½ Visit Helena. This is a experiment. Next year need a billboard strategy that engages people farther away and more often.</p> <p>Onawa: 12 months of social media in contract, scheduled a month in advance. John provides ideas and edits. Already have increased participation. DHI/BID can also post any time. Onawa already has graffics for DHI events.</p> <p>Alice: are BID and DHI on the same social accounts? Onawa: yes, and has good following.</p> <p>Onawa: we have yard signs for sporting events. John: It was Randy's idea and it is working.</p> <p><b>Streetscape:</b></p> <p>John: committee met 9/8. Decisions – 2 large over-road arches, no garlands, may or may not hang wreaths, do have more holiday budget.</p> <p>Alicia – wreaths too small, unnoticeable, make cost/effort not worth it.</p> <p>John: we own lights that used to be on walking mall lampposts. People stole bulbs and there was worry of electrocution. Loan those to businesses and let them hang themselves.</p> <p>John: City Lights wants to re-up banner contract, no increase. Will extend contract to match fiscal year.</p> <p><b>Multimodal and CIP:</b></p> <p>John: Will be out by the end of September. City has met grant reporting requirements. Controversy will be bikes on walking mall.</p> <p>Seth: it's a long time coming, he made some comments. Full of ideas that cost huge amounts of money. BID listed as funding source way beyond budget.</p> <p><b>Downtown restroom:</b></p> <p>John: \$98K from city, \$35K from county = \$133K. Need \$220K - \$170K for restroom and \$50K for installation. Need \$87K. Will apply for TIF. More likely to get it if BID contributes significantly.</p> <p>Seth: BID could meet TIF halfway ~\$43,500. Board thoughts?</p> <p>Randy: do we know installation costs for sure? What if it overruns?</p>	Randy will pick up signs for sporting events.

	<p>John: Ryan Leland in Public Works estimates \$50K, possibly \$40K. BID would be responsible for funding shortfall by raising or appropriating.</p> <p>Alice: Perception is important. It's important to say actual amount and not round up. Say \$170K plus installation. Randy: underpromise and over deliver. Seth – PR opportunity for BID. Alicia: name partners to build PR.</p> <p>John: what about you, Rex? Rex: It's way too much for a toilet, but we need to do it.</p> <p>Seth: need a motion for \$44K for a public restroom downtown.</p> <p>Downtown Stage: John: Starting to raise money through HACF. Class is in session.</p>	<p>Alicia moved, to appropriate \$44K for a downtown public restroom. Alice second. Passed 7-0</p>
Adjourn	Meeting adjourned at 4:55 pm.	
Submitted by	John Dendy. Original notes by Sarah Hamblock.	
Next meeting	October 10, 3:30 pm, Trailhead office, 330 Jackson	