

**Downtown Helena Inc**  
Board Meeting Minutes  
Tuesday, September 12, 8:30 a.m.  
BID/DHI HQ, 330 N Jackson Street

Board Members Present:	Sarah Hamblock, Megan Helton (joined 8:50), Matthew Hoffman, Vanessa Larson; Chris Starr	
Board Member Absent	Rusty Linden; Kelley Crevier	
Public:	Andrea Opitz (TBID), Callie Aschim (Chamber, remote), Howard Skjervem (NWE, remote, joined 8:52), Jason Burnett (Archie Bray), Stacy O. (Virago)	
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	None	None
III. July Financials	Megan moved approval, Matt second	All passed unopposed
IV. August Financials	Matt moved, Chris second	
V. July Minutes	Chris moved, Vanessa second	
VI. August Minutes	Chris moved, Megan second.	
VII. Event updates	A@5	Vanessa will be there. Another shadow?  John contact Omerta  Chris get Costco candy donation.
a. Alive at Five	<ul style="list-style-type: none"> <li>Sarah – good turnout and weather, few issues. Bad revenue, down \$50K. Need Heidi (L&amp;C) meeting.</li> </ul>	
b. Soapbox/Kids’ Fest	<ul style="list-style-type: none"> <li>John – agreement with L&amp;C was 35% for DHI.</li> <li>Vanessa – did a 50-50 raffle but didn’t work out well.</li> </ul>	
c. Fall Art Walk	<ul style="list-style-type: none"> <li>Sarah – Reserves for security instead of police?</li> <li>Ideas: Entrance fee, increasing wristband fee, renaming wristbands, bucket brigade, beer price, suggested donations.</li> <li>Callie – keep it free and sponsors will step up if they know what it’s for. Go for big sponsorships.</li> <li>Discussion about membership and revenue, recorded below.</li> </ul>	
d. Parade of Lights	<p>Derby /fall fest</p> <ul style="list-style-type: none"> <li>Vanessa:25 registrants, up from 13 last year. Some competition with other events. Asked other orgs for their event dates to try to avoid this.</li> <li>Neil doing balloons. Matt: Neil might be a good board member.</li> <li>We need a board member to shadow Jordan.</li> </ul> <p>Fall Art Walk</p> <ul style="list-style-type: none"> <li>Omerta wants to run it. All: good idea.</li> <li>John – we need a to-do list and division of labor.</li> </ul> <p>Parade of Lights</p> <ul style="list-style-type: none"> <li>Sarah: going to more of a stroll. 2 people have paid the float fee. \$65 each? Reduce to \$50 if floats not moving?</li> <li>Jason: with Abbey at Anchor G, running an Art Mart. Free admission, no item &gt;\$20, all kinds of art, run on a circuit, try to bring people in from the valley. Sarah: encourage businesses to stay open.</li> </ul> <p>Other upcoming events</p> <ul style="list-style-type: none"> <li>Trick or treat and Santa event. Get candy donations.</li> </ul>	
VII. BID Update	<ul style="list-style-type: none"> <li>John will send BID board letter to DHI</li> <li>John: Events Manager job posted for DHI, but that doesn’t cover DHI administration. He will fill in on paying bills and general admin. DHI has other things besides events: Nuggets, membership renewals, sponsors, etc.</li> </ul>	
IX. Staffing Update	<ul style="list-style-type: none"> <li>Only 2-3 applications so far for Events Manager.</li> <li>Board responsibilities: <ul style="list-style-type: none"> <li>Memberships – Matt</li> <li>Sponsorships – Chris</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ Events – Sarah</li> <li>○ Newsletter - Megan</li> </ul>	
VIII. Membership update	<ul style="list-style-type: none"> <li>• Sarah: Invite new members to General Membership</li> <li>• Old system: membership levels up to \$500</li> <li>• Dropped membership to \$100 with additional sponsorships</li> <li>• Chris: how far down were we in membership revenue?</li> <li>Sarah: have to check.</li> </ul>	<p>Sarah: Invite Wild Child, Neil Sauter, Amanda, others</p> <p>Sarah: check membership/sponsorship revenue 2022 vs 2023</p>
IX. Old Business – BID liaison	N/A	Sarah attend BID board.
<p>X. New Business</p> <p>a. other downtown assoc structures</p> <p>b. DHI involvement with Vision Helena, Hometown Helena</p> <p>c. Nuggets dropbox</p> <p>d. Public memberships</p>	<p>Other downtown structures</p> <ul style="list-style-type: none"> <li>• Board has divided up contacting other towns</li> <li>• Andrea: has info on Missoula’s structure</li> <li>• Andrea: Cygnet strategies is local and works with orgs like this all over the country. Get their help?</li> </ul> <p>Nuggets dropbox</p> <ul style="list-style-type: none"> <li>• Dan agreed to have a Nuggets drop box outside office</li> <li>• Public Memberships – tabled for next meeting</li> </ul>	<p>Board: contact other organizations</p> <p>Andrea: set up meeting with Cygnet</p> <p>Sarah: buy/install dropbox</p>
Adjourn	Meeting adjourned 10:05.	None
Submitted by John Dendy	Next meeting on October 10 at 8:30 am.	None