



Helena Business Improvement District

BID Board of Trustees Meeting

July 9th, 2024

3:30 – 5 pm

330 N Jackson St. – Trailhead Office

Zoom [Link](#) ~ Meeting ID: 831 5034 7334

In attendance in person: Peter Strauss (Farmer’s Market), Onawa Linden, Megan Helton, Seth Brandenberger, Julia Gustafason (Gulch Distillers), Alice Santos, Emily Dean, Andy Shirtliff, Key Hamm

In attendance on Zoom: Shannon Thomas (Exploration Works), Ryan Stavnes, Callie Aschim (Chamber of Commerce), Emily McVey (United Way), Andrea Opitz, David Knoepke, Randy Burrington

BID Board of Trustees

Seth Brandenberger, Chair

Onawa Linden, Vice-Chair

Ryan Stavnes

Rex Seeley

Randy Burrington

Alice Santos

Brianne Harrington, Treasurer

Megan Helton, BID Interim Executive Director

1. Welcome & Introductions

2. Agenda Review/Housekeeping

Seth: One applicant to PM position, going to interview that person

3. Public Comment

Julia: Do you want public comment during public comment period? Or can I do it during the meeting too?

Seht: Now or both is fine.

Julia: Have concerns about the rebranding strategy on the Gulch. Not concerned because of my business name, but because downtown Helena needs efforts market it. I do see the wayfinding is included work plan but no budget for this. Name change is a big deal and needs leadership, so probably not a good time to do this. Also, concerned about the conflict of interest. Needs to have disclosure and more care taken on how this happens, especially recusing from conversation and vote. Would encourage to do limited solicitation after new ED on board, and can open to others in the downtown. Really need to focus on finding a permanent ED, believe in this organization and want it to succeed.

Seth: Yes, everyone does sign a state of conflict of interest. And our funding is through tax levy on building owners

Alice: We did go out to bid on the original contract

Seth: This is just an extension of the original contract. And will be open at the end of 6months

Julia: \$12k for 6 months?

Peter: Farmer's market doing well – demand for the market is there. Double SNAP benefit program open, setting records in the dollar amounts of food benefits we are able to provide. 9 non reserved out of almost 200.

Onawa: Do you still have a free space for kids wanting to do business? My kids have Pop Cycle.

Peter: we are easy we can make something work.

Andy: Can talk about this at farmer's market a board meeting.

Key: Have an idea. Queer community wants to find their people not at a bar, the Book store does that defacto but need a different space. What if pride and BID came together, split the salary, used this space as a community space, and the ED became the go to for working with the city for events and could cover event insurance? BID would get an ED, DHI work would continue, and pride would have a space for the community.

Onawa: Would be ED split between the orgs?

Key: Yes, are you interested in trying it?

Alice: could you put it in a bullet/job description?

Seth: We share the space with the bookstore and kevin league, and trying to get 2 full time positions filled right now.

Onawa: Also talking about joining with the chamber and visit Helena at the chamber building.

4. June BID Minutes

Motion to approve: Alice

Second: Bri

Discussion: none

Passes: 5-0

5. June BID Financials

a. Delayed due to July 4th Holiday, will review in August

6. City of Helena Update

Emily: Admin meeting tomorrow, there is a new transportation plan for the capital area that might interest this group. Callie sent some very helpful public comments. Sounds like there's some difficulty communicating with GSA at capital. Heard about a water shut off on walking mall - private contractor that was required to contact surrounding businesses, it will be at the

US Bank building at 7pm. Fire service line, not all water access. City working with contractor to give better information to the surrounding business. August 7th, the entities that received ARPA funds will give presentations to the city at admin meeting. BID should be getting an update on the public restroom in Constitution park.

Transportation plan – state and city have been trying to accommodate traffic around the capital. Put in one ways around the capital. East bound on 6th and the loop back around, would accommodate angle parking.

Onawa: do a lot of residents complain during the session about parking?

Emily: Not really. Get more complaints about the snow removal piece.

Megan: Summarize callie’s concerns, I’ll be at admin meeting

Emily: I think it will be good to get everyone in the same room, it sounds like that will help that.

7. Proof Contract

Onawa: Continuation of what we’ve been doing. In process of redesigning the website.

Messaging slightly changed, used Visit Helena colors. After 6months, will go out for bid again for services for BID.

Julia: have the other’s online seen the contract? Shouldn’t they see it before the vote?

Seth: We’ve sent it out before

Onawa: only change is for 6 months.

Seth: 3rd meeting we’ve looked at this contract

Ryan motion to approve

Alice second

Discussion: Megan – change the name to Seth on the contract to sign. Seth: ok, can do that and discuss it with brie.

Passes 4-0, Onawa asbtain

8. Staffing Updates

a. Program Manager

Seth: Currently advertising for this. Priority given to applications received by July 1st. Received one. Because Megan leaving 23rd, would like to fill as soon as possible.

Can interview the one applicant. If know anyone who is interested.

b. Executive Director

Megan: Have received applications for ED.

9. Parking Board Update

Seth: Application closed yesterday

Emily: Sounds like there might be a few that did not get applications.

Megan: Residential permit holder position did not get applications.

10. Training Resources for the BID Board

- a. Mainstreet America Trainings**
- b. Destination Development Association**

11. Committee/program updates

- a. Promotion**

Onawa: Event grants going out and doing well. ArtWalk/week next week.

- b. Design**

No update

- c. Economic Vitality**

Alice: Working on potential business grant. And also a pamphlet to welcome businesses to downtown.

- d. Organization**

Seth: Waiting on Jody to complete taxes to keep up with the dissolution of DHI. Also TIF application for Ming Theater going to the board Thursday 11th on zoom.

12. Adjourn 4:39pm

Next BID Board Meeting: August 13th, 2024, 3:30pm