

<p>At Large Members</p> <p>Meri McGlone, 6/30/2024</p> <p>Steve Tostenrud, 6/30/2024</p> <p>Steve Wahrlich, 6/30/2024</p> <p>James “Andy” Patten, 6/30/2025</p> <p>David Fishbaugh, 6/30/2025</p> <p>Mary Walks Over Ice, 6/30/2025</p> <p>Chris Montague, 6/30/2026</p> <p>Ethan Kanning, 6/30/2026</p> <p>Sean Lynch, 6/30/2026</p>	<p>downtown <i>Billings</i></p> <p>Partnership</p> <p>Sean Lynch, President</p> <p>Ethan Kanning, Vice-Pres.</p> <p>Meri McGlone, Treasurer</p> <p>Mary Walks Over Ice, Secretary</p>	<p>Partners</p> <p>City of Billings: Chris Kukulski, Wyeth Friday, Andy Zoeller</p> <p>Yellowstone County: VACANT</p> <p>School District 2: Janna Hafer</p> <p>Big Sky EDA: Steve Arveschoug</p> <p>Downtown Billings Association: Matt Blakeslee, Braondon Scala, Katy Easton</p> <p>Business Improvement District: Blake Wahrlich, Katy Easton, James Chandler</p> <p>Billings Cultural Partners: Matt Blakeslee, Katy Easton</p> <p>Parking Advisory Board: Brandon Scala</p> <p>Downtown Billings Property Owners Association: Jock West, Janna Hafer</p>
--	---	---

DBP Board Agenda - August 25, 2023

Big Sky Economic Development - Zoot Training & Event Center - 201 N Broadway

Regular Business Meeting - 7:30 - 9:00 a.m.

- 1) Call to Order – Introductions, Courtesies, and Public Comments (3 min. limit)
- 2) Regular Agenda:
 - a. Minutes – July 28, 2023 meeting minutes - vote to approve minutes
- 3) Staff Updates
- 4) Old Business
- 5) New Business
- 6) Partner Reports

a. Big Sky Economic Development	b. Billings Cultural Partners
c. Billings Parking Board	d. Business Improvement District
e. City of Billings	f. Downtown Billings Association
g. Downtown Billings Property Owners Association	h. School District #2
i. Yellowstone County	
- 7) Adjourn by 9:00 a.m.



Present: Chris Montague	Blake Wahrlich	Katy Easton	James Chandler
Brandon Scala	Andy Patten	Dave Fishbaugh	Steve Wahrlich
Eric Schmidt (Guest)	Sean Lynch	Matt Blakeslee	Meri McGlone
Mehmet Casey	Jenny Milu	Randy Hafer (Guest)	Steve Tostenrud
Jock West	Janna Hafer	Joel Anderson (Guest)	Amanda Jungles
Wyeth Friday	Jeff Adams	Thomas Moran	
Absent: Ethan Kanning	Chris Kukulski	Councilman Tom Rupsis	Steve Arveschoug
Mary Walks Over Ice			

1. **Call to Order – Introductions, Courtesies, and Public Comments** – Mr. Lynch called the meeting to order at 7:30 AM, a round of introductions was done.

2. **Regular Agenda:**
 - a. Minutes – May 26, 2023, Mr. Montague moved to approve the May 26, 2023 meeting minutes, this was seconded by Mr. Patten; Mrs. Hafer asked for a correction to reflect her recusing herself as opposed to abstaining, all were in favor, none were opposed.

3. **Presentation:**
 - a. Presentation by Placer AI - Mr. Moran and Mr. Adams gave a presentation via Zoom on Placer.ai which provided an overview of their software. Placer.ai works with other cities and tourism groups and their major use cases being recruitment of major retailers, in addition to travel and tourism data collection. Mr. Thomas shared an overview of best use cases for their software and provided a demo of the City of Billings within their software. Mr. Moran demonstrated the software showing where people who are visiting Billings are coming from, where are they going and for how long. Discussion was had amongst the board. Ms. Easton believes that this could be a great tool in multiple facets from the events perspective as well as a great business recruitment tool that can also help impact businesses in downtown. Mr. Montague asked Mr. Moran to show a specific example comparing the west end to downtown. Discussion was had regarding pricing, and use case of the software, Mr. Moran provided some context on current and former clients in Montana. Ms. Easton and various board members had a discussion regarding what the intentions of use would be and if the DBP/DBA ought to pursue this technology. Ms. Easton provided the board with her opinion on how this tool would help elevate business recruitment and retention as well as understanding and capturing

the data to be able to track when people are coming to an event and staying downtown. Discussion was had amongst the board with various use case scenarios with what the data that Placer.ai produces. Ms. Easton believes that this program would be shared equally amongst the organizations, and believes there is a strong use case per organization and entity.

- b. **Futurity Tower** - Ms. Easton provided the board with an overview of the discussion that the development committee had regarding the Futurity Tower. Ms. Easton shared a large part of the discussion was around the financials and potential rents for this project. Ms. Easton stated the goal is to enter into a development agreement with Mr. Hafer and the UFDS. Ms. Easton stated that in order for Mr. Hafer to proceed with this agreement he is in need of a Letter of Intent (LOI) to start raising the funds needed for the project as well as Ms. Easton and her team to be able to bring this project to the City Council. Mr. Hafer provided the board with an overview of the next steps that he would be able to start making progress on with the LOI as well as the need for a development agreement. Mr. Hafer believes he has a solid team in place and ready to go. He is excited about the highly collaborative effort in place to help control costs. Mr. Casey believes one other strategic step is that the DBP is working on the relocation of the Yesteryears business. It was determined based on Robert's Rules of Order that it was adequate to move forward in the process with the continuation of the project. Ms. Easton confirmed that she will draft an LOI to keep this process moving forward.

4. Staff Updates

Discussion was had regarding the staff report.

Partner Reports -

- a. **Parking Department** – Mr. Scala provided an update regarding changes within the staffing at the Parking Department.
- b. **City of Billings** - Mr. Friday shared that the August 7th work session will review the charter. The bond for the parks and recreation trails has been voted on and further discussion will be had on the 7th as well. On the August 21st work session, the TIF policy is to go to the council for review. Mr. Friday shared that the city had a fair amount of employees at the CPTED conference not too long ago and they are working towards implementing CPTED measures within the city but to first start with city properties. Discussion and questions were had amongst the board regarding the charter.
- c. **Downtown Property Owners** - Mr. West shared that they will be having their next meeting in September.
- d. **Cultural Partners** - Mr. Blakeslee updated that paddles and wheels is a cool partnership between the Billings Depot and Scheels so the Cultural Partners are learning from this experiment another innovative way to connect nonprofits with the private sector.
- e. **DBA** - Mr. Blakeslee updated that the DBA board is continuing the discussion on next steps regarding membership and believes there are a lot of conversations that are happening and yet to identify moving forward with the association's structure as a board.

- f. BID – Mr. Blake Warhlich provided updates to the board regarding the Summer Sounds Concert and various summer events including Strawberry Festival and Alive After 5. He provided the board with an update on potential future decisions that are going to be made regarding events in general.
 - g. School District 2 – Ms. Hafer reported a new superintendent that started July 1, he is from Houston, which gives new eyes to the district. He’s taking his first 90 days to dive into the community. Ms. Hafer reviewed the various updates and efforts that Dr. Garcia has jumped into the community with.
- 5. Action Items:**
- a. Letter of Intent to Randy Hafer with Urban Frontier Development Services
- 6. Adjournment** - Mr. Lynch adjourned the meeting at 8:59 AM

Created for the following Board Meetings:

Downtown Billings B.I.D. - August 21

Downtown Billings Partnership- August 25

Downtown Billings Association - August 23

Community Innovations - TBD



Downtown Billings Alliance Board of Directors Report

CEO Report

Katy Easton, keaston@downtownbillings.com, 970-208-7020

"Find, develop, and support good people, and they in turn will find, develop, and own good ideas."
— Ed Catmull, Creativity, Inc.

August has been all about the evolution of a few staffing roles, wrap-up of some exciting projects, and continued movement through the DBA's strategic goals.

Staff Changes - In an effort to build efficiency, growth, transparency, and communication in the DBA organizations, we finalized a few key developments in our staff. Lindsay will be stepping away from the event planning aspects of her job to focus more fully on communication and marketing outreach to our community. This is an important change as increased marketing and communication is a priority for the DBA team this year. Lexie Mann will be moving from the office manager position and into the role of Events Director. This will best utilize her training and experience in event facilitation and offer a higher capacity for growth and change in the DBA events. Additionally, Jenny Milu will be utilize her background and experience to take on the role of Operations and Finance Director. Our growth as an organization has demonstrated the need to create a finance role for the DBA. I am thrilled to be able to offer these career changes to such talented and dedicated staff members. They will be doing great work for the DBA and our downtown community. We are still in the process of filling our office manager/administrative position to support the work the team is doing.

Completed Projects- The Portland Loo is in! We are so excited to wrap this project up and address a real need in our downtown community. Our Space2Place project - "Illuminate 29th St" is almost complete and you can check out the string lights above the sidewalks all along N. 29th Street. This project will create an excellent pedestrian experience along this retail corridor. The LightBike Trail is also nearing completion, with murals scheduled to be finish in the next few weeks. We will reveal the LightBike Trail and offer walking tours of the project at the October ArtWalk event.

Events

Lexie Mann, lexiem@downtownbillings.com, 978-979-3732

EVENTS

- This August I have officially taken over the events director role for the organization. I am excited to get started and continue the tradition of creating fun, exciting, and inclusive community events in the downtown area. Questions and comments, as well as how to get involved in events can be directed to lexiem@downtownbillings.com
- HarvestFest planning has kicked into high gear. Applications for vendors and performers can be found on our website. Applications will be accepted through September 27th. Priority sign-up and confirmation is given to DBA membership.
- Planning for holiday events are underway. More information about the parade, including applications, and the Holiday Stroll will be released early to mid September.

Communication and Outreach

Lindsay Richardson, lrichardson@downtownbillings.com, 408-674-7158

- Welcome Lindsay in her new role as Director of Communications & Outreach. In this role Lindsay will oversee the development and execution of the internal and external communication and marketing strategies that educate and inform the community and surrounding regions of the organization's various events, projects, civic engagement, and the coordination of sponsorships. This role opens up a new and direct channel for the community to connect with downtown Billings projects and opportunities and disseminate downtown information and news that is both proactive and timely.
- We released the details of the new Public Restroom to media, members, and the public. Staff members have done a number of interviews on this (TV, Radio, Print) including hosting a public ribbon cutting on Thurs 8/17
- An email went out to the DBA membership with the steps on adding to the DowntownBillings.com events calendar.

Partnership

Mehmet Casey, mehmetc@downtownbillings.com, 207-749-1144

- DBP staff received good news that the TIF district's condition for FY24 is healthy with a 13.3% increase. While that is awesome news, we won't know for sure how much the increase is until the mill levies are re-adjusted in October accordingly.
- DBP staff has passed off the business development RFP to Lindsay, our new Director of Communication & Outreach. She will finalize releasing it to the public and various firms.
- DBP staff is working with Ben Sather, our new representative attorney, to draft a Letter of Intent for Futurity Tower.
- DBP staff led a tour of downtown vacancies to inform which properties are truly challenging and which properties are currently vacant but have plans in the works behind the scene.
- DBP staff is working with strategy partners to work with our Billings State Legislators in the interim to provide further education on TIF, how it works locally, how critical it is, and how we can best serve our Legislative Representatives.
- DBP staff will be at a Council work session (August 21st) to talk about the city's TIF policy.

Business Improvement District

Joe Stout, joes@downtownbillings.com, 406-672-1057

- Installed 185 flower baskets starting June 1st, new locations are being identified. The upgraded water trailer will be heavily utilized immediately as flower watering begins.
- The BID will be bringing on new hires, the 4 PT seasonal employees will be working across 6 day/week, Monday - Saturday.
- We have spent some time checking and prepping the event equipment, and we are ready for the season. A new soundboard was purchased for AA5, replacing our very archaic system. This will make AA5 sound set-up much more simple and efficient.
- We are getting a new power distribution system for street festivals that will be much more reliable and streamlined.
- We're doing lots of washing, graffiti removal, and now watering, it will be good to have the extra help.
- Got plenty of mural submissions for the light bike trail. Now we just have to choose, get contracts, buy paint, and have them all done.

Association

- Membership invoices have been e-mailed out to all current members and those whose first year free membership is now up. Our team has an on going effort to make contact with each business member over the next month to make an in person connection, deliver a gift, and to ensure correct and best contact information. 46% of members have already renewed their membership so far.
- During July's DBA Board meeting, discussion was had regarding the purposes that this board has the opportunity to serve. Further discussion will continue to be had regarding the direction and goals of the board.

Downtown Billings Partnership

Profit and Loss by Month

July 1 - August 21, 2023

	JUL 2023	AUG 1-21, 2023	TOTAL
Income			
4400 Service Fee from City	23,286.75	23,286.75	\$46,573.50
4410 Property Management		6,500.00	\$6,500.00
Total Income	\$23,286.75	\$29,786.75	\$53,073.50
GROSS PROFIT	\$23,286.75	\$29,786.75	\$53,073.50
Expenses			
6000 Advertising & Marketing			\$0.00
6003 Other Advertising & Marketing	717.50		\$717.50
Total 6000 Advertising & Marketing	717.50		\$717.50
6040 Dues & Memberships	1.40		\$1.40
6070 Insurance			\$0.00
6072 Property	1,119.01		\$1,119.01
Total 6070 Insurance	1,119.01		\$1,119.01
6110 Meetings	32.40		\$32.40
6140 Office Costs			\$0.00
6142 Office Supplies	40.00		\$40.00
Total 6140 Office Costs	40.00		\$40.00
6200 Payroll Expenses			\$0.00
6202 Cell Phone Stipend	16.16		\$16.16
6204 P/R Services	85.00		\$85.00
6205 P/R Taxes	460.59		\$460.59
6206 Retirement	185.89		\$185.89
6207 Wages	5,908.19		\$5,908.19
Total 6200 Payroll Expenses	6,655.83		\$6,655.83
6320 Professional Services			\$0.00
6321 Accounting & Bookkeeping	793.00		\$793.00
Total 6320 Professional Services	793.00		\$793.00
6550 Utilities	1,983.00		\$1,983.00
Total Expenses	\$11,342.14	\$0.00	\$11,342.14
NET OPERATING INCOME	\$11,944.61	\$29,786.75	\$41,731.36
NET INCOME	\$11,944.61	\$29,786.75	\$41,731.36