

<p>At Large Members</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, 6/30/2023</p> <p>Ethan Kanning, 6/30/2023</p> <p>Sean Lynch, 6/30/2023</p> <p>Meri McGlone, 6/30/2024</p> <p>Steve Tostenrud,6/30/2024</p> <p>Steve Wahrlich, 6/30/2024</p>	<p>downtown <i>Billings</i></p> <p>Partnership</p> <p>Sean Lynch, President</p> <p>Jock West, Vice-President</p> <p>Steve Tostenrud, Treasurer</p> <p>Dave Fishbaugh, Secretary</p>	<p>Partners</p> <p>City of Billings: Chris Kukulski, Kevin Iffland, Wyeth Friday, Andy Zoeller</p> <p>Yellowstone County: Commissioner Denis Pitman</p> <p>School District 2: Janna Hafer</p> <p>Big Sky EDA: Steve Arveschoug, Dianne Lehm, Thom MacLean</p> <p>Downtown Billings Association: Matt Blakeslee, Katy Easton</p> <p>Business Improvement District: , Katy Easton, James Chandler</p> <p>Billings Cultural Partners: Matt Blakeslee, Katy Easton</p> <p>Parking Advisory Board: Brandon Scala, Sean Lynch</p> <p>Downtown Billings Property Owners Association: Jock West, Janna Hafer</p>
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DBP Board Agenda - January 27, 2023

Big Sky Economic Development - Zoot Training 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 – October 28, 2022 meeting minutes - vote to approve minutes
- 4) Staff Updates
- 5) Old Business
- 6) New Business
- 7) Partner Reports

<ol style="list-style-type: none"> a. Big Sky Economic Development c. Billings Parking Board e. City of Billings g. Downtown Billings Property Owners Association i. Yellowstone County 	<ol style="list-style-type: none"> b. Billings Cultural Partners d. Business Improvement District f. Downtown Billings Association h. School District #2
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- 7) Adjourn by 9:00 a.m.



Present: Andy Patten	Katy Easton	Steve Tostenrud	Matt Blakeslee
Brandon Scala	Steve Arveschoug	Sean Lynch	Chris Kukulski
Wyeth Friday	Meri McGlone	Chris Montague	James Chandler
Janna Hafer	Ethan Kanning	Jenny Milu	
Absent: Dave Fishbaugh	Mary Walks Over Ice	Steve Warlich	Jock West
Commissioner Denis Pitman	Councilman Tom Rupsis	Mehmet Casey	

1) **Call to order:** Mr. Lynch called the meeting to order at 7:33 AM.

2) **Regular Agenda**

- a. Minutes – September 23, 2022- Mr. Patten made a motion to approve the September 23, 2022 minutes the motion was seconded by Mr. Tostenrud, all were in favor, none were opposed.

3) **DBP 2022 Strategic Priorities**

- a. **Marketing Downtown** - Ms. Easton thanked Mr. Arveschoug for allowing the DBP Board to use their conference room. Mr. Arveschoug gave the board an overview of the status of the building, recent things that they have accomplished and other work that is still to be done. Mr. Arveschoug shared that he was working with Mr. Casey to figure out a way to keep using his facility for the DBP meetings. Many board members commended Mr. Arveschoug and the efforts he and his team have made to restore this beautiful building. Mr. Arveschoug said they are currently working on curriculum for an accelerator program with hopes to launch it in spring of 2023.
- b. Ms. Easton provided a presentation and overview of the DBP FY23 Priorities which are inclusive of: Mixed-use development, public safety, marketing downtown, and infrastructure.
 - i. Ms. Easton covered her objectives for the meeting: Identify and define marketing for DBP, prioritize strategies and costs and board direction to staff. Ms. Easton shared a list of things that she and her staff believe in marketing downtown including reporting successes of safety, development, TIF, and place making. In addition to creating tools to actively recruit new businesses such as investing in a geo-location

software, TIF/RLF education campaign and marketing downtown as a destination to live, work, and play. Ms. Easton provided an overview and discussion of marketing tools in which the DBP/DBA are currently using as well as tools in which Ms. Easton and her staff are considering. Mr. Chandler spoke to the geo-location software, he shared that he and Mr. Casey have been considering a subscription to attract larger corporations to Downtown Billings. Mr. Kanning said they already have the software that they don't use and would be willing to share this service with Mr. Casey and Mr. Chandler until their subscription expires. Further discussion was had regarding this software. Ms. Easton believes that Visit Billings also uses a similar software, and she has been talking with Mr. Casey to eventually approach Visit Billings for partnership on this software. Mr. Arveschoug thinks it's important to be able to know and understand how many people work downtown and this would then help with other initiatives the DBP and other community leaders are working towards. Mr. Lynch believes that there are people in the community that have similar resources that are worth exploring, but it would be worth gathering that data at least for a year so downtown can be on the same playing field as our community partners on the west end.

- ii. Mr. Tostenrud, asked how to attract capital to continue to facilitate housing and attract people downtown. Ms. Easton believes that there is a trickle-down effect from providing additional housing will attract additional businesses. Further discussion was had regarding the efforts of marketing downtown Billings and the inclusive topics as mentioned above. The Board discussed engaging a marketing firm and spending dollars on a marketing campaign that is concise and measurable in relation to shopping, the perception of safety downtown, visitors to Billings from other cities and their experiences. Mr. Kanning spoke to his experience as a realtor of the lack of interest in getting people to want to find commercial space downtown.

Mr. Montauge expressed his belief that the DBP has to do something to fix this perception of downtown. Further discussion was had regarding the need of marketing downtown in relation to TIF. Ms. Easton gave an overview of the finances and where the DBP is sitting in relation to the process of marketing. Discussion was had regarding the process in which to approach this within the guidelines of the city. It was determined the firm to be decided upon would be in downtown Billings. Ms. Easton spoke to efforts that the DBA board is making in regard to vacant buildings in downtown Billings and discussion was had regarding the perception of it. Mr. Kanning said that the vacant spaces are as low as it's ever been except

for office spaces but as far as ground level retail it's extremely full. Mr. Montague believes all funds available ought to be used for this, discussion was had regarding various grants that are available, ones that the DBP/DBA/BID are currently working on.

Ms. Easton provided her understanding to the Board of how to move forward:

- To develop an RFP and bring it to the Board for review and search for a marketing firm to do a marketing campaign for downtown Billings.
 - a. To determine funds from previous years to know how much is available to pursue this effort.
 - Schedule a walk through with the team to get a sense of what it's like at night and come up with a list of how to get our house keeping in order.
- 4) New Business – Ms. Easton shared that the next DBP Board meeting is on 11/18/22 at BSEDA and it was moved due to the Thanksgiving holiday.
- 5) Partner Reports
- a. City of Billings – Mr. Friday and Mr. Kukulski provided the Board with an update on TIF funding, housing initiatives, public safety, and other communities within the state of MT.
 - b. Mr. Blakeslee provided an update on the Billings Cultural Partners and spoke to the increase in new membership they are having and in regard to the DBA, they are also going to do a walk through Downtown to observe the vacancies in downtown billings.
 - c. Ms. Hafer provided an update on SD#2, she shared that they need to hire a new superintendent, and are exploring career technical pieces to the downtown location. They have been working on a strategic plan for career technical opportunities for a more centralized location to downtown and all high schools.
 - d. BID - Mr. Lynch provided an update on the third officer that is scheduled to start in January in addition to a few capital campaigns.
- 6) Mr. Lynch Adjourn the meeting at 8:54 AM

Created for the following Board Meetings:

Downtown Billings B.I.D. - January 16

Downtown Billings Partnership- January 27

Downtown Billings Association - January 25

Community Innovations - TBD



Downtown Billings Alliance Board of Directors Report

CEO Report

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

Happy New Year to you all! The DBA Team is back to work and back to full health after a holiday and virus recovery break. Our energy is high and everyone is looking forward to the second half of the fiscal year. Thank you to everyone who attended our All-Alliance Board Meeting in December, we appreciated the chance to share our mid-year wins.

I am working on the materials to release the new Battle of the Plans program. This pitch competition will be hosted in partnership with Big Sky Economic Development and Rock 31, working to award entrepreneurs funding to open new businesses in downtown Billings. Additional partners are definitely needed in this program, please consider joining us as a mentor, sponsor, or potential competitor.

Other projects on my plate include Skypoint rehab, budget season, BID property surveys, Portland Loo, and supporting the team in all of their many projects.

We will begin our search in January for a marketing firm to contract with the DBA and work with us to create a comprehensive marketing campaign. We are excited to create tangible pieces to put downtown Billings on the map as a destination for visitors to our community, potential new retail and restaurant business, and for developers interested in investing in our urban core. Please consider joining us in the search/interview process.

The long awaited Request For Proposals for the Yesteryears development is ready to go! We have a current list of 35+ developers who have expressed an interest in the project and we are looking forward to starting the process. Stay tuned for the official RFP to be issued, and feel free to share the document with any and all interested parties. We will be working to form a search/review committee to review the proposals, please let me know if you would like to participate.

Events

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

EVENTS

- St. Patrick's Day Parade & Celtic Fair: Date to be released after our BID meeting. Typically St. Patrick's Day events are the Saturday before St. Patrick's Day. This year St. Patrick's Day lands on a Friday. We surveyed the Downtown Membership regarding which date to host St. Patrick's Day Festivities and 70% of the 17 members who responded voted Sat. March 18. I went through the responses and noted that out of the 12 who voted for 3/18, 5 have a business that is open on Saturday. Of the 5 who voted for 3/11, 0 of the businesses are open on Saturdays. I would recommend that the board approve the 3/18 date. Once I have board approval I'll be releasing the parade applications and submit the city event street closure documents.
- Sponsorships: This is the first year I have all the main event sponsorship one-sheets ready to send to interested parties. I've sent Valley Credit Union the full sponsorship packet on 1/5 as they were 2022's largest sponsoring business totalling \$11,300.
- 3rd Annual Mug Crawl: Downtown's coffee centric pub-crawl style event. The event mugs have arrived. 5 locations are confirmed already. We'll be selling 80 Mug Crawl tickets (\$27 per person).
- 2023 Alive After 5: This is the 19th year of Alive After 5. We are hosting 8 concert dates; Thursday, June 8 - July 27. Will be sending out invites for the 8 locations. We are discussing a number of updates for the event including increasing wristband costs. The \$2 wristband fee has not changed in many years while the cost of staffing, bands, stages, and more have all increased considerably over that time.

Partnership

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

- DBP team is drafting an RFP for downtown marketing.
- 2910 Minnesota Ave has been purchased by CLDI and demolished to become a parking lot for CLDI tenants and employees.
- 406 Memories is moving into half of what used to be the Montana Gallery or the former location of Ebon. Jessika, a sister of the new owner of Avenue Salon intends to take the other half of the space to open a beauty bar.
- Billings ReFill Shoppe, which is an affordable refillable sustainable biodegradable business, opened its doors inside the Underground Fashion Exchange, both are located at 2413 Montana Ave.
- Thirsty Street has closed the Taproom but is still open at the Garage. Their operations are consolidated into one location now.
- Fresco Juice Company is open in the former location of Well Pared.
- Studio Ernie, a second hand fashion, opened at 113 N Broadway Suite 207 right above Montana Brewing Company (by appointment or pop-up only).
- Spitz Mediterranean Restaurant is looking to open in mid February now. Currently repairing an issue in the sewer line that's been delaying the opening.
- Tinkering Tots Learning Center (daycare) and Bear Tree Ties (counseling) opened at 3021 3rd Ave N.
- Lakeland, which I think is a marketing firm, has moved into 2442 1st Ave N.

Business Improvement District

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

- The cold snap brought plenty of ice and snow to mitigate. We have been working on melting and removing the ice as we can
- We rebuilt and improved the salt spreader that we use with the Gator so that it is much more reliable and effective.
- The christmas decorations will come down from 29th street this week and the snowflakes will come down a little later.
- We've made lots of small improvements and repairs on our summer and winter equipment, and we now have additional storage for event supplies on 2nd ave north.
- We have had a nice holiday season and all of us have gotten a few days off here and there, but the sidewalk cleanup didn't slow a bit. Trash counts continue to go up and the traffic remains heavy, indicating lots of action for our stores and restaurants.
- The CPTED team is back in action after a slow December and are performing security surveys and generating reports again. We should have 3 or 4 delivered in January.

Association

The Downtown Billings Association Board met to walk the streets of downtown Billings, viewing several of the currently vacant spaces. Mehmet Casey gave the board an overview of the current ownership, challenges, and opportunities each space presents. The DBA Board will meet and discuss current vacancy ordinances, what ordinances are currently being pursued by the City of Billings and what other avenues the DBA Board can explore. The potential of proposing new ordinances or imposing fines on long vacant and neglected properties will be presented to city officials, current property owners, and the Board of Directors.

The DBA will explore all options for filling all available spaces. Examples include activating spaces with art, decorations, pop-up shops, or other ideas. One options to fill vacant spaces is to include property owners in the Battle of the Plans competition that we will re-announce alongside Big Sky Economic Development in Spring of 2023. Competitors will pitch their business plans and the finalists may be good candidates to fill these vacant properties. We will reach out to numerous business and property owners and other downtown stakeholders to participate in the 2023 Battle of the Plans. We hope to create a pipeline of potential new businesses for downtown Billings through this process. Don't hesitate to reach out if you or your organization would like to participate.

Downtown Billings Partnership
Profit and Loss by Month
 July 1, 2022 - January 18, 2023

	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 1-18,	Total
Income								
4400 Service Fee from City	23,286.75	23,286.75	23,286.75	23,286.75	23,286.75	23,286.75		139,720.50
4410 Property Management	6,500.00	6,500.00	13,000.00		6,500.00	6,500.00	6,500.00	45,500.00
4430 Grant Revenues				1,942.75		3,519.50		5,462.25
Total Income	\$ 29,786.75	\$ 29,786.75	\$ 36,286.75	\$ 25,229.50	\$ 29,786.75	\$ 33,306.25	\$ 6,500.00	\$ 190,682.75
Gross Profit	\$ 29,786.75	\$ 29,786.75	\$ 36,286.75	\$ 25,229.50	\$ 29,786.75	\$ 33,306.25	\$ 6,500.00	\$ 190,682.75
Expenses								
6040 Dues & Memberships	5.70	280.70	35.70	5.70	5.70	5.70	250.00	589.20
6065 Gifts				46.90				46.90
6070 Insurance								0.00
6072 Property	1,009.68	1,009.68	1,009.68	1,009.68	1,009.68	1,009.68		6,058.08
Total 6070 Insurance	\$ 1,009.68	\$ 1,009.68	\$ 1,009.68	\$ 1,009.68	\$ 1,009.68	\$ 1,009.68	\$ 0.00	\$ 6,058.08
6110 Meetings	200.25	10.75	69.00	11.25	25.70			316.95
6140 Office Costs								0.00
6142 Office Supplies		12.00	91.42					103.42
Total 6140 Office Costs	\$ 0.00	\$ 12.00	\$ 91.42	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 103.42
6200 Payroll Expenses								
6202 Cell Phone Stipend	48.48	32.32	32.32	32.32	32.32	48.48	16.16	242.40
6204 P/R Services	53.34	108.34	103.33	54.00	95.00	115.00		529.01
6205 P/R Taxes	1,368.61	912.37	885.12	879.32	879.31	1,316.18	476.82	6,717.73
6206 Retirement	526.20	354.20	354.20	354.20	354.20	531.30	177.10	2,651.40
6207 Wages	16,637.12	11,253.66	11,253.66	11,253.66	11,253.66	16,880.49	5,626.83	84,159.08
Total 6200 Payroll Expenses	\$ 18,633.75	\$ 12,660.89	\$ 12,628.63	\$ 12,573.50	\$ 12,614.49	\$ 18,891.45	\$ 6,296.91	\$ 94,299.62
6300 Postage & Shipping						17.99		17.99
6320 Professional Services								
6321 Accounting & Bookkeeping	747.50	520.00	541.66	476.00	693.00	766.00		3,744.16
Total 6320 Professional Services	\$ 747.50	\$ 520.00	\$ 541.66	\$ 476.00	\$ 693.00	\$ 766.00	\$ 0.00	\$ 3,744.16
6330 Property Taxes					8,431.01			8,431.01
6350 Repairs & Maintenance	9,781.00	250.00	180.00					10,211.00
6400 Special Project Expenses								
6406 Grant Expenditures				996.00				996.00
6407 Property Management	130.00	201.74		1,942.75		2,523.50		4,466.25
Total 6400 Special Project Expenses	\$ 130.00	\$ 201.74	\$ 0.00	\$ 2,938.75	\$ 0.00	\$ 2,523.50	\$ 0.00	\$ 5,793.99
6520 Training & Development		7,500.00						7,500.00
6550 Utilities	1,983.32	1,949.17	1,927.12	1,782.28	2,467.84	2,976.44		13,086.17
Total Expenses	\$ 32,491.20	\$ 24,394.93	\$ 16,483.21	\$ 18,844.06	\$ 25,247.42	\$ 26,190.76	\$ 6,546.91	\$ 150,198.49
Net Operating Income	-\$ 2,704.45	\$ 5,391.82	\$ 19,803.54	\$ 6,385.44	\$ 4,539.33	\$ 7,115.49	-\$ 46.91	\$ 40,484.26
Net Income	-\$ 2,704.45	\$ 5,391.82	\$ 19,803.54	\$ 6,385.44	\$ 4,539.33	\$ 7,115.49	-\$ 46.91	\$ 40,484.26