

LBID MEETING MINUTES
Thursday, October 17, 2019 - 8:30 am
Murray Hotel Conference Room

1. **Roll Call.** In Attendance: Dan Kaul, David DePuy, Carla Pettit, Kathryn Bornneman, Kristen Galbraith
Absent: Dale Sexton, Tyler Erickson
Also in Attendance: Kris King

2. **Public Comment** – N/A

3. **Discussion/Action Items**

- A. **Review/Modify/Approve Past Meeting Minutes** - *Motion to approve by David DePuy; second by Carla Pettit; no discussion and all in favor.*
- B. **Discuss/Approve/Deny Payments on Current Invoices** – Only recent payments have been for contract workers, will ask Cat for check register for future meetings.
- C. **Discuss/Approve/Deny Application for Funds** – N/A
- D. **Review of LBID Expenses/Revenue** – City needs to be reminded to transfer funds twice a year. *Action: Kristen remind.*
- E. **LBID History and Renewal Strategy** – Invite Cat Moody to attend or send report next meeting as she is familiar with the history. *Action: Kris ask.* Kristen and Kris are attending the Montana Downtown Conference in Missoula and connect with Missoula Tourism BID head for advice on their recent renewal.
- F. **Additional Discussion Items from Board Members**
- 1) **LBID proposal to revive inactive street art program** – Years ago the program included sculptures on main street for sale and 20% of the sales were to be reinvested in the program. When Adam Stern left the URA to become a commissioner, the program was never taken on by anyone else and it has been inactive for years. Kathryn realized her Gary Bates kinetic sculpture is not insured because when the program ended insurance was terminated but that wasn't communicated to downtown business owners. Kathryn says having art in front of her building has been excellent advertising. Board checked in with Joe Wayne, whose sculpture was seen at the transfer station, and he said he retains his sculpture ownership. Discussed art footing and bases, bollards, sidewalks and safety and logistics issues including retaining bases when art sells and having more art lined up to replace it. Kathryn will spearhead the revival efforts and begin by asking Lisa at the City about adding a rider to insure downtown art.

Board of Directors

Kristen Galbraith - Chair Dale Sexton - Vice-Chair
Kathryn Bornemann David DePuy Tyler Erickson Dan Kaul Karla Pettit

Action: Kathryn will write up a brief proposal, share with Dan, and he will approach the City and talk to Mike Kardoes.

- 2) **Small Business Revolution**, a reality makeover TV show, contacted the City about nominating Livingston for the show. If chosen, they'd pick a handful of small businesses and do a full rehabilitation of those businesses. It would be appropriate to have LBID do the nomination to minimize negativity towards the City. Discussed the pros and cons. *Action: Kristen to nominate. Motion to approve by Dave DePuy; second by Karla Pettit; no discussion and all in favor.*

4. Update on Business Items of Interest

- A. **Equipment Inventory List** – Dale and Randy are meeting next Monday.
- B. **Banner Program** – Bridger Bowl may be interested in doing banners. *Action: Kristen will contact.* Also discussed updating the four Livingston Montana “Where ... Meet” billboards with new skins. *Action: determine the update process.*
- C. **Graffiti Remediation** – under the bridge continues to be a problem. Suggest Shannon work with Ken on that problem area. *Action – Kristen ask Shannon.*
- D. **Marketing Report** – Discussed LBID banner concepts and design for generic “Buy Local” LBID banners to display through the winter to promote holiday shopping and celebrations when there are few other public events. Talked about local designers and possibility of a quick turnaround. The new website is nearly ready to go live. Proposed Thanksgiving month promotion featuring business owners sharing “Thankful for...” quotes and images on social media. *Action: Kris do Thanks Giving promotion and contact designers about banner design.*
- E. **Additional New Business** from Board Members. Discussed parking not being patrolled downtown, have talked to the city several times without a productive response. There may not be enough law enforcement available for parking enforcement. Business owners can anonymously call license plates in to police to ticket repeat offenders.

5. **Public Comment** – N/A

6. **Next Meeting** - November 21, 2019

7. **Adjourn at 9:30** - *Motion to approve by Dan Kaul; second by Katherine Borneman; no discussion and all in favor.*

Minutes respectfully submitted by Kris King

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