



LBID MEETING MINUTES

January 24, 2022 | Via Zoom

Present: Dale Sexton, Megan Eubank, Brian Menges Dale Hopkins, James Langteaux

Not Present: Tyler Erickson, Kristen Galbraith. **Also present:** Executive Director Kris King

Public Comment – N/A

Discussion/Action Items

- A. **Review/Modify/Approve Past Meeting Minutes** – Motion to approve by Brian/Second by Megan/Approved Unanimously.
- B. **Graffiti** – Ken is not available to discuss in person, but graffiti incidents have tripled. Addressing it during cold weather or there is precipitation is a challenge because paint doesn't dry when it's below freezing, snowing or raining. Discussed Board members communicating directly with Ken when they see graffiti.
- C. **Summerfest moving Downtown** – proposal to move downtown July 14, closing off three blocks of Main Street for much of the day and evening. While this would be an economic boon for some bars, restaurants and some shops it would also prevent regular customers from shopping downtown on a busy summer Saturday with sales losses in the thousands. The lack of public bathrooms and heavy traffic would also impact Main Street businesses. A request is for the shut down to be later in the day, like 3 pm rather than all day. There was little initial appetite for downtown businesses to fund the bands due to limited return on investment.
- D. **Sip Local/plastic use reduction** - discussed Sip Local campaign to support small local coffee shop meeting and meeting with Yellowstone Citizen's Bend Less is More single use plastic/paper reduction subcommittee. Could do infographics about disposal volume in Park County. Price point for compostable is very high, Tru North doesn't automatically add plastic lid or sleeves but has them available as an example of minimizing plastic. Several shops have tried to have no take out cups or charge for them with poor results. Talked about across the board discount for bringing your own clean cup concept, but a discount may not be a significant motivator and there is little appetite for having one program for all coffee shops.
- E. **Winter Downtown Promotions** – New Depot Makers Market end of February, marketing Valentine's day shopping and getaways. Discussed a Sweet tooth ball concept, adult winter prom in conjunction with booking dinner reservations. Snow Daze promo during significant snowfall or Windchill MPH discount. Also discussed Downtown Bucks concept and challenges.
- F. **Taking Down Snowflakes** – February goal, relative to weather. Will need to clip some of the metal bracket ends from the new snowflakes. Will need an early morning group effort, Fridays

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and Mondays Dale Sexton has staff those days and does have a flatbed. Good to have Board member's staff with workers comp help rather than volunteers.

- G. Additional Discussion Items from Board Members** – Fish & Chips at Murray Bar on Tuesday nights!

Update on Business Items of Interest

- A. Executive Director Report** – discussed Executive Director position moving to payroll instead of being an independent contractor, sharing costs with LBID, TBID and CVB proportional to their budgets and regulations. This will not add any other benefits like paid time off, retirement, or health care but will help stabilize the position. LBID was owed back assessments which covered our shared office rent for the first few years but our groups begin paying \$350 a month in rent November 2022, so that will add to our shared administrative expenses. The Board expressed their support for the move to ED payroll and recommended more benefits, but the LBID and CVB's fixed budgets are unlikely to accommodate that at this point. Will put together an overall budget for all groups, in addition to individual organization budgets. Have been wrangling all the bookkeeping loose ends following Kristin Williamson's death, and setting up systems with the new bookkeeper. Discussed budget to actuals and year to year comparisons in budget reports going forward. URA is recruiting board members, would be valuable to have a member representing a Downtown business located within the URA boundaries. Reviewed Small Business Saturday Scavenger Hunt, great engagement for first year with donations of over \$1,400 in prizes and 150 participants, gave out 100 prizes, TV and newspaper coverage that day increased participation. Discussed adjustments, if businesses have time to mark cards, having youth and adult categories, and varying how and where the prizes are given out. Reviewed LBID collection history.

Public Comment on any Public Matter Not on the Agenda – N/A

Proposed Next Meeting Date TBD January, 2023

4:00 pm Adjourn

Minutes respectfully submitted by Kris King

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