



Helena HOTBoard Regular Meeting

January 15, 2024 at 7:00 p.m.
Held via Zoom due to weather

Attendance: (P) Present (A) Absent (C) Call In

P	Jason Pruitt	P	Jeremy Allen
P	John Barnes	P	JoAnna Harman
P	Jake Rasmussen	P	Billy Rosener
P	Brian Hayes	P	Nathan Bailey
P	Bert Davis	P	Brandon Wiman
P	JC Harman	P	Council Liaison Laura Joseph

Guests:

Introduction

- Chairman, Jason Pruitt, called the meeting to order at 7:03 p.m.
- Roll Call and a quorum is present.
- Presentation of Meeting Minutes from November 20, 2023.
- Motion to accept the Minutes from November 20, 2023 was made by Jason Pruitt and seconded by Billy Rosener.
- Motion carried with Eleven (11) in favor and none opposed.

Chairman's Opening Remarks

- Happy New Year.

ITEM 1 Old Town Live 2024

- The 2024 dates and lineup will be announced on BMR (Brian and Jason) and Fox6 (Brian Puckett, JoAnna and Jake) on January 17th at 9:15AM.
- Waiting on one signoff for the video that will be released on social media on 1/17 as well.
- Everyone work on getting sponsors.
- Meta data packet coming from Jake soon.
- Need to determine if Tour Bus will be able to get into the park.
- Discussed using area around caboose for VIP parking. Discuss with Alice about getting Teen Council to help with the VIP parking.
- Beer will be served out of the concession stand this year.
- Redmont Vodka wants to do a signature pre-made drink to also be sold from the concession stand.
- Central State Bank has signed on as a \$75,000 sponsor

- Armbands for the season have already arrived.
- Billy and Nate are talking to a group about security. 480 man hours, 10 people working security. Working on getting a quote.
- One band will require an evacuation and crisis plan.
- VIP food this year will be provided by Refined to Go, Diplomat Deli ,Tazikis, BBQ (possibly Full Moon). Working on something for Octoberfest.

ITEM 2 Helena Old Town Social Media

- Add form for food vendors on website. \$300 per event, \$250 per event if doing all OTLs.
- Need to add vendor signup for July 3rd OTL.

ITEM 3 Promote Old Town Businesses

- There are three for rent signs in Old Town.
- Discussed having a discussion like an exit interview with businesses leaving Old Town to determine the challenges.
- Discussed bringing back First Friday events.
- Discussed Famer's Market and if they had looked at doing market on Thursday evenings.
- Discussed having something like a Fire & Ice Festival
- Could Old Town qualify for a Brownfield Grant?
- What is the vision for Old Town?

ITEM 4 New Business

ITEM 5 Treasurer's Report

- No Update
- Sponsorships are coming in from TruckWorx & Gulf Distributing.

ITEM 6 Other/Open Discussion

ITEM 7 Confirm Next Meeting Date and Time

- Next meeting is February 19th at 7PM
 - Motion made by JoAnna Harman, seconded by Billy Rosener.

ITEM 8 Adjournment

- Motion to adjourn made at 8:33
- Motion by Jason Pruitt and seconded by Billy Rosener.