



Helena HOTBoard Regular Meeting

August 21, 2023 at 7:00 p.m.
Helena Sports Complex

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

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

Guests:

	Hunter Lawley		

Introduction

- Chariman, Jason Pruitt, called the meeting to order at 7:06 p.m.
- Roll Call and a quorum is present.
- Presentation of Meeting Minutes from July 17, 2023.
- Motion to accept the Minutes from July 17, 2023 was made by Brian Hayes and seconded by Billy Rosener.
- Motion carried with Nine (9) in favor and none opposed.

Chairman's Opening Remarks

- Jason Pruitt commented on the great OTL season.

Item 1 Old Town Live

- Review of 2023 season.
 - Discussion of the events, the bands and what worked and what did not.
 - Jake provided information about the social media impact
 - 412,610 people reached
 - 665,621 impressions
 - From April 1 – August 21 the FB page had 938,906 hits. 687% increase over last year.
 - 121 posts – 157% increase
 - 13 stories
 - 3249 page likes
 - 4009 followers
 - 75% women
 - 25% men

- Most are between the ages of 35 - 54
- 2024 OTL Season
 - Discussion took place about the upcoming season.

ITEM 2 Helena Old Town Social Media

- Will be starting an Instagram page

ITEM 3 New Business

- A motion was made by Brian Hayes to ask the Council Liaison to ask the City Council to improve lighting in Old Town, add signage marking the Entertainment District and the Entertainment District Rules, add trash receptacles, and have regular scheduled times to empty the trash. Seconded by Billy Rosener.
- Motion carried with Nine (9) in favor and none opposed.

ITEM 4 Treasurer's Report

- Report was available for review
- City Council will be discussing next year's city budget at the August 28th City Council meeting and voting on it September 11.

ITEM 5 Other/Open Discussion

- HOTBoard Party at Gobbler's Knob on August 26. 8:30-11:30pm. HOTBoard members and families, volunteers are all invited.

ITEM 6 Confirm Next Meeting date and time

- Next meeting is September 18th at 7PM
 - Motion made by Brian Hayes, seconded by Billy Rosener.

ITEM 7 Adjournment

- Motion to adjourn made at 8:33
- pm by Brian Hayes and seconded by Billy Rosener.