

HYP 2024 Board Meeting Minutes
January 13, 2024 10:00 am - 1:45 pm
Family Roots Restaurant

Board Members (present at this meeting if marked with an X):

X	President	Dan Lambson
X	Vice President	Haley McKnight
X	Secretary	Kara Paul
X	Treasurer	Ben Slakey
	Business Outreach Chair	Kyle Joyner
X	Marketing Director	Perrie Frydenlund
	Public Relations Chair	(vacant)
X	Social Media Chair	Matt Paulsen
	Professional Development Chair	(vacant)
X	Public Service Chair	Chiara Cipriano
X	Recreation Chair	Wade Schneider
X	Social Chair	David Singer

Call to Order

HYP President Dan Lambson called the meeting to order at 10:27am.

1. Secretary Report

a. Approval of the Minutes:

Board Secretary Kara Paul asked for a Motion to approve the 12/05/2023 meeting minutes. Haley McKnight motioned to approve the minutes, and Matt Paulsen seconded. In light of no objections, the motion passed unanimously.

b. Membership update:

- Prior to the End of Year Party, the final 2023 HYP Membership Count was 169 Members, the highest membership volume in HYP recorded history, (if it was ever once higher, it wasn't recorded).
- In the month of December, 4 Wraparound Memberships were purchased, which included 2 that were purchased after the End of Year Party. At the End of Year we sold a total of 36 Memberships:
 - 29 Renewed Memberships
 - 7 New Memberships
- Outgoing/former HYP board member Mēghan Scott won and selected the prize of a 2024 Membership Card at the End of Year Party in the raffle.
- Current membership totals: all the memberships purchased in December, the Wraparounds from 2023, and the memberships as of 01/12/2024, amounted to 74 Members.
- There are three current HYP Board Members who have yet to renew their memberships, one of whom renewed their membership during the retreat.

2. Board Position Openings

- a. Recruitment update

- Dan reported there were two applicants for the remaining vacant Board positions. The Board voted on the candidates. Lexi Newcomer was unanimously approved by the Board to be the Public Relations Chair, and Matt Schmidt was unanimously approved by the Board to be the Professional Development Chair.

3. Treasurer Report

- a. Treasurer Ben Slakey gave the 2023 year-end financial report. Total spending was \$5,184 and total revenues were \$6,304.
- b. Bank balance as of 01/13/2024: \$4,434.
- c. The Board briefly discussed ideas about investing surplus funds, such as raising the budget for events and catering sandwiches for lunch or outdoor events. The most likely investments will be in speakers for professional development events and increasing the recreation budget.
- d. Call for reimbursements
 - Kara Paul requested and received a reimbursement for envelopes purchased for membership card mailings.
 - Other reimbursements were referenced but not handled at that time.

4. Past Events

- a. 12/09 - Coffee Mingle/Book Swap at Hub
 - 10-15 people attended and it went well
- b. 12/13 - End of Year Party at the Myrna Loy
 - The Board agreed that the Myrna Loy was a great venue with reasonable costs, easy set-up, and it was much easier to pay for all costs in one transaction rather than having multiple vendors and venue costs to pay.
 - The Board briefly discussed that the Myrna Loy is willing to do a trivia night.
 - The Board also discussed the idea of giving a drink ticket next year to attendees upon buying/renewing membership.
- c. 01/05 - Bonfire at Ten Mile Picnic Area
 - 20 members attended, which is the highest amount recorded in attendance at a bonfire event. There were 3 or 4 new members in attendance.
 - The Board discussed the pros/cons of music at bonfire events.
 - Ten Mile Picnic Area was considered to be a good location with better parking and access than the Priest Pass site as well as tables and an outhouse.

5. Upcoming Events

- a. 01/18 - HYP Mingle at Mt. Ascension Brewery (Haley)
 - This will be held upstairs. A sign will be put up directing HYP members to go upstairs. People can do the polar plunge if they want if it is still cold enough. (Secretary note on 01/24: the event ended up being downstairs.)

- b. 01/25 - Point in Time Survey (Chiara)
 - Two attendees signed up so far. Will boost the event to generate interest.
- c. 01/26 - Networking Lunch at Nosh Cafe (Dan)
 - Dan still needs to let Nosh know everyone will be showing up on the 26th.

6. Planned February Events (Deadline for submission 01/15)

- a. 02/03 - Dungeons & Dragons at Brothers Taphouse (Matt)
- b. 02/10 - Snowshoe or hike at TBD (Wade)
 - Discussed the possibility of McDonald Pass, the Continental Divide, or Charter Oaks Mine. It would be the weekend of February 10th, on Saturday to avoid conflicts with Super Bowl Sunday.
 - Chiara can borrow snowshoes from the USFS office to loan for free to participants who don't have any.
- c. 02/15 - Palentines at Broadwater (Kyle)
 - To be catered at Broadwater. Should be similar to previous years.
- d. 02/22 - Hangup & Hangout at Ten Mile Brewery
 - David will take the lead.
- e. 03/01 - Bonfire (Wade) - to be held at Ten Mile Picnic Area again.
- f. 03/07 - Candle-Making Class (Kara). Kara shared information she received from Copper Mountain Candle Co. Dan indicated it will likely be \$25 for members and \$35 for non-members.
 - Kara was requested to see if there was another brewery HYP partners with that could be used for the class, excluding the two breweries being used for January/February upcoming events.

Governance

1. Board Responsibilities

- a. Buy a 2024 membership if you haven't already!
- b. Required attendance at board meetings, or notify president of unavailability.
- c. Required attendance at one event per quarter.
- d. Event chairs are responsible for at least 3 events per year, everyone else needs to lead at least one lunch or happy hour.
- e. Submit event photos to Matt: please take pictures at events with the best camera/phone present at the event (i.e. don't take pics with outdated phones).
- f. Bylaws: Board members should be familiar with the Bylaws

2. Communication

- a. Email/text preferences
- b. Discussion about suggestions to improve comms team process:
 - i. Things seem to be working: suggestions to Dan or Haley.
 - ii. Discussion: where are email opt-ins from the membership card sign-up going to? Dan will follow up since there were reports of members not receiving the newsletter.
 - iii. Kara asked about using LinkedIn and possibly utilizing it more? The Board discussed the pros/cons of LinkedIn and suggested we could post

about events that happened, reshare members' accomplishments, and do thank-you posts for Corporate memberships.

3. Events

- a. Must submit events by 15th of the prior month
 - i. Include events that take place in the first week of the following month
- b. Notify vice president and president of event changes (e.g., date, time, description edits).
- c. Check with the president for suggested event expense limits and ticket pricing, and CC on requests for payment sent to the treasurer. That is, talk with Dan about the budget before spending money on the event.
- d. Event materials (HYP banners, name tag stickers, etc.)
 - i. Dan has most HYP materials on hand, reach out to him if you need any of them for your event
- e. Secondary point person for all events

4. President and Vice President Duties

- a. Dan - board meetings, budget, event management, comms team liaison
- b. Haley - Business outreach liaison, marketing liaison, general marketing like Swag.

5. Other Business

- a. Chiara brought up the idea of having awards each year to recognize people going above and beyond and to add a little competition. The idea of posting stats about what we are doing, including business spotlights, was also discussed. Chiara will polish a proposal for the February Board Meeting.
- b. Recognition for outgoing HYP Board members was discussed.

Review of 2023/Goals for 2024

- 1. Professional Development
 - a. Palentine's
 - b. Headshots
 - i. Matt is willing to again do professional headshots.
- 2. Public Service
 - a. Point in Time Survey
 - b. Beaver Creek Restoration
 - c. Migratory Bird Day
 - d. BMWF Trail Crew
 - e. State Basketball Tournament
 - f. Several other volunteer opportunities posted on social media
- 3. Recreation
 - a. Casual Outdoor Rec: 6 hikes, 2 bonfires, snowshoeing, paddling, ice skating
 - b. Other Outdoor Rec: skiing, bear safety, bat tour, disc golf, star party, climbing, mountain biking.
- 4. Social
 - a. Bigger Events: Montana Pride, beach party, wine tasting, End of Year Party, Clue

- i. The Board discussed looking into doing more events with the Montana Historical Society.
 - b. Smaller Events: Board game night, HYP at the symphony, yoga, pottery painting, hockey
 - c. Casual Events: 2 coffee mingles, 5 lunches, 9 happy hours
- 5. Reflection
 - a. Most Successful/Memorable Events:
 - i. Pottery painting was popular.
 - ii. Brother Tapworks has been good to work with. Start networking more with them.
 - iii. Wine tasting continues to be popular.
 - b. Least Successful/ Most Challenging Events:
 - i. Symphony and Hockey: It might be better to switch to marketing that HYP folks will be at an event / market an event, rather than trying to buy and sell publicly available tickets.
 - ii. The Public Land and Water Access co-hosted happy hour: People didn't want to sit through a presentation.
 - c. Areas for Improvement: HYP broadly moving in a very good direction, but always room to expand involvement in the community.
 - d. Areas of Strength
 - i. Areas of strength: good membership and turnouts. Corporate memberships.
 - e. Other discussion
 - Helena Community Gardens wants board members. Let people know they want volunteers.
 - If you have events who need volunteers at your companies, let Matt know and he'll share it on our HYP page(s).
 - The Board discussed ideas for a non-profit summit. It could be held somewhere like the Myrna Loy or library. Invite non-profits. Have guest speakers. Include a panel of young board members. Make connections and network. Hold in the fall?
 - Advertising: put flyers at the breweries, libraries, etc. Advertise at corporate members.
- 6. 2024 Vision and Goals
 - a. Raise membership count above 170
 - i. If we set the number too high, we'll be pushing people, but we don't want to push the number back to 150. If we set the bar low, it will motivate us to go above.
 - b. Increase collaborations with other organizations
 - c. Hold at least one event at/featuring each business on the HYP card
 - d. Review the bylaws and revise if needed
 - e. Update the HYP Drive and frequently used documents
 - i. Let Dan know if you have suggestions for drive organization.

- f. Position handbooks - create handbooks for each board position to help make board member transitions go more smoothly
- 7. Business Outreach
 - a. Business sponsorships/benefits
 - i. Hole punches for the breweries giving free beers and Broadwater
 - ii. Matt will make labels for the hole punchers and deliver to breweries.
 - b. Business spotlights
- 8. Membership Outreach
 - a. Future Marketing
 - Swag
 - Stickers, flyers, bumper stickers, magnets
 - Each Board member was given a sticker. Secretary was given stickers to mail with membership cards.
 - Apparel (hats, shirts, buffs, etc.)
 - Outdoor banner
 - Discussed swag ideas. Haley could store swag at Sage and Oats and ship stuff from there too.
 - Membership age information
 - Voluntary age range will be added to 2024 HYP Online Membership Sign-up form at some point
 - Printing through high school DECA?
 - Discussion. Need to see quality. Direct transfer prints can be hit or miss. They also have embroidery, which would be good for hats.
 - b. Member spotlights
 - i. Feature members during the year and post. We could post 2 members from similar organizations or the same organization so there is less of a focus on only one person. Do this a couple times a month. Will share on the website too.
 - ii. Google form will be sent to Board Members and shared with membership. Throughout the year spotlight both the Board and the general members.
 - c. Member surveys
 - i. Events
 - ii. Card benefits
 - d. Website updates
 - i. HYP member places of employment
 - e. Email list(s) for short-notice activities or other informal event ideas
 - i. Discussion about email lists. The Board arrived at the conclusion that it would be better to try utilizing the Facebook Group more actively. For example, post in the Facebook Group. This idea will be added to the next newsletter.

- This would be for informal things like “we’re going fishing,” “we’re going on a hike today,” and book clubs.
 - Liability was discussed, including verbiage to make it very clear that these are not official HYP-sanctioned events and HYP cannot be held liable for them. Disclaimer added to the Group Rules.
- ii. Group Rules expanded in Facebook Group about making sure there is cordial behavior, no hate speech, no selling or spam, and sharing events in Helena.

Future Events (date and name indicate that these events are scheduled)

a. Professional Development

- i. Nonprofit panel/meet-ups
 - 1. Nonprofits expressing interest: Archie Bray, United Way(?), Helena Community Gardens, others?
- ii. Resume building event
- iii. Possible speaking topics:
 - 1. Wage/job title negotiation
 - 2. Investing/tax planning/other financial
 - 3. Legal advice
 - 4. Homebuying
 - 5. Community development (nonprofits, city/county boards, local issues)
 - a. HYP got an email about a Montana Young Professionals Summit being proposed in Billings. After discussion, the result was that it might be good for Board Members to attend if they want, but there was no consensus or strong desire to be officially involved.
 - b. HYP also received information from a retiree doing a professional development workshop. There was some interest. The Board Secretary suggested vetting the presentation if possible to ensure it would be good quality. Haley mentioned a great presentation they saw from Stacey Otterstrom.
 - c. Some other ideas for speaking topics discussed were AI, Housing, and Investing. It was suggested Intrepid Credit Union could sponsor a simple one on investing.

b. Public Service

- i. BMWF Trail Crew (TBD - Dan)
- ii. Black Sandy Muck-out
- iii. Habitat for Humanity - Chiara will reach out to HYP members involved with this.
- iv. Helena Food Share - Soup kitchen type event? Chiara will reach out to HYP members involved with this.
- v. Helena Community Gardens

- vi. Blood drive - instead of doing our own, should we piggyback on another business' blood drive, and give swag to every few people who donate?
- vii. Forest Service
- viii. Election volunteering - We could be ballot-counters or do a registration drive?
- ix. Lake Helena Watershed Group
- x. Back Country Horsemen is interested in working with HYP. Potentially on National Trails Day (1st Saturday of June)?
- xi. Prickly Pear Land Trust? Have a water station at "Don't Fence me In" or at the Governor's Cup?
- xii. Walk a Mile in Her Shoes?
- xiii. Master Naturalist?
- c. Recreation
 - i. Wilderness Medicine Training - basics, like wilderness first aid or other classes, like master naturalist - contacts in Ski Patrol may be able to assist.
 - ii. Stonetree (03/12 - Dan)
 - iii. Bonfire - did one and will do another
 - iv. Snowshoe/ski/XC
 - v. Ophir Cave hike - you can go into the first two rooms.
 - vi. Camping (May/June) - A group use site near Mac Pass can host up to ~45 people for \$50. We could do something like learn to build a fire or make quesadillas on cast iron. Discussed tentatively doing on June 21st and booking a week after the retreat.
 - vii. Missouri River Float (July) - Gates of the Mountains isn't letting us buy bat tour tickets again. We can mention doing the bat tour but otherwise pivoting to doing a Missouri River Float. Can get shuttles. Do in July if it works out.
 - viii. Partnering with other local outdoor groups
 - 1. Helena Outdoors Club
 - 2. Out and Out Helena - Has different levels of recreation. Even just promote an event in Pride Month / Pride weekend. Or August Pride Parade? Most of their demographics are our demographics. Instagram: @outandouthelenamt
 - ix. Ice skating was also discussed, but there isn't enough time to plan, so it was suggested as an idea to throw out in the Facebook group
 - x. Weekday hikes (with light and warmth)
 - xi. Day hike possibilities - Boulder megaliths, Patrol Mountain Lookout
- d. Social
 - i. Wine Tasting
 - ii. Yoga
 - iii. Summer beach party
 - iv. Halloween party

- v. Montana Pride
- vi. Board game night
- vii. Gingerbread house making
- viii. Trivia night - Discussed having members only or using for wraparound memberships. Could do at the Myrna Loy
- ix. Montana Historical Society - could help with trivia night or run another event similar to Clue.
- x. Escape Helena - Matt is going to one and will let the Board know how it goes for a possible future HYP event.
- xi. Curling - A curling league team costs \$500 - is there a free curling time instead?
- xii. Helena walking tour - will look into it when it becomes available.
- xiii. Idea of doing a world cloud of past events
- xiv. Art or "how to" events (DIY or in collaboration)
 - 1. Candlemaking (03/07 - Kara primary, Chiara backup)
 - 2. "Just Tapped" Cooking Class
 - 3. Hammer and Stain woodworking?
 - 4. Natural Grocers Class?
 - 5. Board discussed looking at past events spreadsheets to make sure we're doing different events.
- xv. Dance classes: ballroom dancing, or hip hop, or swing and latin
- xvi. Movie night
- xvii. Potluck - Spring Meadow Lake State Park? Do a potluck for our Beach Party instead?
- xviii. Montana Book Company - Event ideas include a Book Co. orientation, "choose a book", book discussion, an event with a MT author, poetry read/open mic night.
 - 1. Board seemed to focus on possibly doing poetry and/or open mic rather than the book discussion aspects suggested.
- xix. Other ideas included bowling and gingerbread houses
- e. Events at each business on the HYP card (dates indicate the date an event was held):

Location	Date of Event		Location	Date of Event
Broadwater Hot Springs	02/15		The Hawthorne	
Stonetree Climbing	03/12		Gulch Distillers	
Helena Symphony			Copper Furrow Brewing	03/07
Fire Tower Coffee			Tenmile Creek Brewery	02/22
Nosh Cafe	01/26		Lewis & Clark Brewery	
Loft Yoga			Blackfoot River Brewing	
Montana Book Co			Headwaters Crafthouse	
			Mt. Ascension Brewing	01/18

Future Board Meetings

Board meetings are currently scheduled for the first Monday of the month at 6:00 pm. The next meeting will be on **02/05/2024 at 6:30 pm** at the library small meeting room.

Other Business

Regarding having members sit in on a board meeting to generate interest in filling positions, this idea will be put off for now given that the Board roles are now all filled. Will be considered as a possibility in the fall depending on who is stepping down from the board.