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- Wildlife Film Festival



**President's  
Message  
by Todd Frank**

*The Trail Head*  
tfrank@trailheadmontana.net

My business, The Trail Head, survives on the reality that Montana has two distinct seasons. No, it's not winter and construction; we are lucky to have construction year-round in downtown Missoula – a sign of a thriving community. That said, I admit I am happy to report that the new parking structure is open for business and the construction season around my store is over for now.

Downtown comes alive in the springtime. It never ceases to amaze me how spring always feels like a new beginning, and looking around at all the activity on a warm sunny late-March day is refreshing. All downtown retailers have bright new merchandise in anticipation of warm days to come, bikes begin to overflow the racks and those pasty winter feet get some air in a new pair of Flips.

On a somewhat more serious note, spring is when we also get to see all the garbage and organic detritus that have gathered in the corners of our downtown over the winter. The BID Clean Team does amazing work keeping the entropy of life downtown at bay. Make sure you stop and thank them next time you see them cleaning a corner near you or your business. They have been out there all winter, so tell them you appreciate it.

By now you've noticed that I am going to ask you all to do something every month. Volunteer at an event or get a friend to join the MDA. Now,

(President's message cont. page 2)

**Garden City BrewFest**

It's springtime, which means another Garden City BrewFest is on the horizon! The oldest and largest beer event in the state of Montana will culminate the activities of Mis-



soula Craft Beer Week on Saturday, May 4 from 12-8 pm in Caras Park. The MDA will showcase 60 beers on tap and a dozen wines with the annual

awards program coordinated by the Zoo City Zymurgists. Entertainment will be provided by the Box-Cutters, Shakewell and the Hasslers. Food will be provided by the Sentinel Kiwanis Club, Vietnam Noodle, El Cazador, Kornutopia and Lil Orbitz.

Garden City BrewFest is made possible by our sponsors: Flathead Lake Brewery, Bayern Brewing, the Missoula Independent and Head-wall. The event will also celebrate its founders: Bayern Brewing, the Rhinoceros, the Iron Horse and Worden's Market (BRIW Inc). The Founders gifted the event to the MDA in 2003, and it was renamed the Garden City BrewFest. Since then, the event has grown to approximately 6,000 attendees. Consumers can purchase a 7-ounce commemorative glass plus two tokens for \$12; additional tokens are \$1 each.

The MDA will need volunteers for Garden City BrewFest, so watch for the call for help coming in April. We are so fortunate to have reliable help to produce each big event, and we are pleased to hear our vol-

(BrewFest cont. page 2)

**2013 Board of Directors**

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Melanie Brock ..... Acting Executive Director

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Julie Walsh .....Administrative Coordinator

(President's message cont.)  
as the lion of March blows through town, I am asking you all to put a small garbage bag in your jacket or hand bag. Instead of walking by garbage on the street and rolling your eyes, do your part. Stop, pick it up and throw it away - you will be surprised how good it feels!

The MDA does a lot for the community, I just want to point out we all have to do our part. Help the MDA welcome spring to Downtown Missoula!

(BrewFest cont.)  
unteers enjoy their gigs as well! So round up a group of coworkers and represent your business or organization at this fun event!

More information to come on Missoula Craft Beer Week, April 28 – May 4, and check the website for updates: [www.missoulabeerweek.com](http://www.missoulabeerweek.com). Don't miss Garden City BrewFest – a gathering to celebrate the region's best brews and the refreshing feeling of nearly-summer sunshine. See you at Caras Park on May 4!

**Welcome New Members!**  
**Child Start Inc., Head Start**

Mary Pat Hertz  
1001 Worden  
728-5460  
[marypat.hertz@childstartinc.net](mailto:marypat.hertz@childstartinc.net)

**Civitella Espresso Bar** Kendall Lewis  
Eddie Lederman  
301 E Main  
544-2807  
[eddiescoffeeshop@gmail.com](mailto:eddiescoffeeshop@gmail.com)

**Michael Painter**  
840 Woodford  
251-6680  
[painths@hotmail.com](mailto:painths@hotmail.com)

**Pagoda Chinese & Thai Food, LLP**  
Sudarat Khieoduangdee  
425 N. 5th Street W.  
549-7888  
[orm-sudarat@hotmail.com](mailto:orm-sudarat@hotmail.com)

**Plonk**  
Brett Evje  
322 N. Higgins  
926-1791  
[brett@plonkwine.com](mailto:brett@plonkwine.com)

**Trappings Studio**  
Melinda Datsopoulos  
129 W. Alder  
721-4462  
[Melinda@trappingsstudio.com](mailto:Melinda@trappingsstudio.com)

## Mountain



### Celebrates 35 Years

Beginning April 9th, Mountain Line will be celebrating 35 years of service to Missoula and we're inviting Missoula businesses to *Hop on Board* the community celebration. Back when we started in December 1977, we had four used buses, the fare was 25 cents, and our service covered just three routes. Ever since, Mountain Line has been carrying employees to work, seniors to medical appointments, and students to school. Mountain Line's 2012 annual ridership of 924,469 set a record and pushed all-time rides to more than 22 million.

Thanks to Mountain Line, Missoula enjoys a more vibrant downtown and a more livable community overall. Our service helps reduce traffic, parking congestion and vehicle emissions and supports healthy lifestyles. Mountain Line benefits us all and makes Missoula a more prosperous community.

We appreciate the continued support from the business community, the Missoula Downtown Association members in particular. MDA's EZ Pass program provides convenient, affordable transportation options for downtown employees. Mountain Line is more convenient than ever before, with free on-board Wi-Fi, increased bike capacity, and buses every 15 minutes on Route 1 with our new *Bolt!* service. The 35th Anniversary celebration features public events and Facebook promotions, including the *Hop on Board* Sweepstakes. Each business that donates a prize valued at \$100 or more to the Sweepstakes will receive ample promotion throughout the celebration activities. For more information, please call Shannon Tripp at 543-8386 or email [stripp@mountainline.com](mailto:stripp@mountainline.com).

No matter whether you ride the bus daily, weekly, occasionally, or not at all, you can be part of the fun. Please join Mayor Engen, MDA members, and the Mountain Line

community at noon on Tuesday, April 9th at the Downtown Transfer Center for a special event to launch our celebration.

-Don MacAuthor

### Jeans Day – April 26

The Missoula Downtown Association is participating in April Community Jeans Day, and we invite your business or organization to join in! Community Jeans Day is a program of the *Missoulian*, created in an effort to support local nonprofits. The *Missoulian* has designated the last Friday of each month 'Community Jeans Day,' when participating businesses will encourage employees to pay \$5 each to wear jeans on that Friday. All money raised will be donated to local nonprofit organizations.

The Caras Park Improvement Campaign has been selected as the April Jeans Day beneficiary, so sign up your business, don your jeans, and support us on Fri., April 26.

To participate as a business, visit [www.missoulian.com/jeans](http://www.missoulian.com/jeans) to register as an official sponsor and then designate a Jeans Day coordinator to promote the cause within your organization. The *Missoulian* will provide Jeans Day posters to promote the event. The *Missoulian* will collect and distribute all monies raised each month. As a 'Jeans Day' sponsor, your business name will be listed in the monthly 'Jeans Day' advertisement that will appear in the *Missoulian*.

Nonprofit agencies wishing to apply for Jeans Day funding can log on to [www.missoulian.com/jeans](http://www.missoulian.com/jeans) and complete the application. Submissions will be reviewed and each month, a Jeans Day nonprofit organization will be selected from those that have applied.

Contact Stephanie Bull with questions about the program at 406-523-0486 or [Stephanie.bull@missoulian.com](mailto:Stephanie.bull@missoulian.com).

## CONNECTING OUR COMMUNITY

## Downtown Spotlight

**Plonk**  
322 N Higgins  
(406) 926-1791

# PLONK

"Described as an urban hot spot dropped into the heart of the Missoula Valley and lifestyle, Plonk embodies metropolitan personalities driven by Montana passions."

Plonk is a cocktail lounge, wine bar and restaurant. Fresh squeezed juices and fresh herbs are used to create specialty cocktails. Thirty wines will be available by the glass with the selection changing monthly. The restaurant will feature fresh, high quality ingredients with an emphasis on local products.

When visiting the almost-completed remodel at 322 North Higgins, it was difficult for me to remember what the building looked like before. Inside there is a beautiful hard wood floor and refurbished ceiling tiles that curve to meet the wall. On the front of the building facing Higgins are large sections of small paned windows that can be opened to the outdoor café seating. The backside of the building will include a rooftop patio with views of the Rattlesnake and the Missoula Art Museum. The basement level accommodates a wine cellar as well as space for a gathering of fifteen. The commitment to creating an exquisite establishment in downtown Missoula is apparent.

Plonk will officially open March 29th with a three-night Grand Opening Celebration in early May.

Twenty percent of sales from March 29 through April 4th will be donated to Watson Children's Shelter of Missoula. It is obvious the owners of Plonk have a passion for downtown Missoula and are dedicated to our community.

*Diane Lanning  
St. Patrick Hospital*

# MISSOULA Downtown

## Color Me RAD!

Put on your cleanest, whitest clothes and prepare to be "color bombed" on May 4th when the Color Me Rad 5K visits Missoula for the first time, raising money for the Zootown Arts Community Center (ZACC). This fun-loving race will bombard runners with vibrantly colored corn starch as they run. "You'll wind up looking like a pack of skittles," said run organizer Andy Miller, who met with ZACC Executive Director Kia Lyszak when she asked the run to come to Missoula.

"I saw pictures of people laughing and running drenched in all of those colors and I thought I'd love to be involved with this and the run itself falls in line with the ZACC's mission. I thought the ZACC would be a perfect fit as the charity partner and Missoula would respond well to this run," Lyszak said.

More rad than the color itself is the approximate \$8,000 the run raises for the ZACC, Missoula's only art community center that provides art education, three DIY studios, and gallery openings every month. "When we took the tour of ZACC, we were excited to see how much is offered in terms of art programs and availability of resources," said Miller. The ZACC is responsible for recruiting 100 volunteers to help out with every aspect of the race, and Color Me Rad donates \$75 to the ZACC for each volunteer. The run also donates 20% of the registration fee if the runner types "ZACC" in the promo-code box. Writing four little letters redirects your money to a local nonprofit, or you can do your part to make this race the most colorful it can be and sign up to volunteer!

Registration for the Color Me Rad 5K is open until May 1st with the run commencing May 4th at 9:00 a.m. at Flying H Stables. Early reg-

Register with Promo Code

# ZACC

istration costs \$35, so visit [www.colormerad.com](http://www.colormerad.com) to register and type "ZACC" into the promo-code box.

To volunteer as a "color bomber," water station manager, set-up crew member or tear down team, email [volunteer@zootownarts.org](mailto:volunteer@zootownarts.org).

## MDA Committee Meetings

### Advocacy

Tuesday, April 9  
4-5 pm MDA Office

### Caras Park Improvements

Thursdays  
10-11am MDA Office

### Master Plan Implementation Team

Thursday, April 18  
12-2pm at 140 West Pine

### Membership

Thursday, April 18  
4-5 pm MDA Office

### Marketing Committee

Wednesday, April 24  
10-11am MDA Office

## Come Back to the Wild

The 36th annual International Wildlife Film Festival will take place on April 27 – May 4, 2013. The IWFF is the first festival of its kind and the longest running wildlife film festival and conservation conference in the world. This year, we're refreshing and revitalizing the festival with the Missoula community in mind. In addition to beloved events like the WildWalk and WildFest, we'll have more programs for children and families; lectures, workshops and parties where the community can engage with luminaries from



the fields of wildlife film-making and conservation; specially programmed "strands" of festival films to help guide Missoulians to the kind of wildlife film events they'll

most enjoy; and Community Activists and Resource Projects (Wild-CARP), regional activists and nature advocates who'll set up shop in the Roxy Theatre to educate, inform, and engage with festival attendees. In short, we're asking Missoulians, "Come back to the wild!" Details can be found online at [wildlifefilms.org](http://wildlifefilms.org).

## How is the MDA Connecting our Community in April?

### Advocacy

Visiting with Missoula County Commissioners about 2013 priorities

### Marketing

The Marketing Committee is currently looking for great pictures of everything Downtown. If you have some quality shots, please contact the MDA.

### Master Plan

Charting a course to conduct a Missoula Market Analysis.

### Membership

Developing a Front Line Staff Education Program.

### Events

Don't forget Garden City BrewFest is on May 4!

MISSOULA  
Downtown  
CONNECTING OUR  
COMMUNITY

## Member Shout-Outs

### HR training available for small businesses.

Have you ever wondered whether you are following the laws related to your employees? When and how do you terminate an employee and follow the Montana Wrongful Discharge Act? All these questions and more will be addressed in Employment Law: A series of 5 short courses offered by the School of Extended and Lifelong Learning at the University of Montana. Contact instructor Michele Puiggari with questions, (505) 690-4025

### Vote for Missoula Food Bank on Facebook!

The Missoula Food Bank has a funding opportunity this month and anyone with a Facebook can help. The Walmart/Feeding America Partnership has chosen Missoula Food Bank to contend against several hundred organizations nationwide, and the nonprofit with the most votes wins \$20,000. Voting starts April 1 and everyone can vote once per day throughout April. The voting link can be found at [facebook.com/missoulafoodbank](https://facebook.com/missoulafoodbank) or on Walmart's site.

### Interested in some healthy competition?

Missoula In Motion would like to invite you to be a part of the 2013 Commuter Challenge by signing up to be the Commuter Captain for your workplace. The Commuter Challenge is a business-to-business competition aimed at raising awareness and rewarding commuters who choose sustainable transportation for their work commute. The 2013 Commuter Challenge will run from Sunday, May 12th, through Saturday, May 25th. For information call 552-6675 or visit [MissoulaInMotion.com](http://MissoulaInMotion.com).

Stay up-to-date by visiting [www.missouladowntown.com](http://www.missouladowntown.com).