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- Missoula River Fest
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**President's  
Message  
by Todd Frank**

*The Trail Head*  
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August is the 8th month of the year and my 8th month as president of the MDA. Every month has been busy, with events and committee meetings as well as the day-to-day issues that need to be addressed. Even as president, I have been involved in just a fraction of them.

This month I wanted to take a moment to thank all the MDA staff and acknowledge a couple of folks who have been a huge asset to the organization. My term as the president began with the search for a short-term replacement for Linda so she could travel with her family to New Zealand while Tom did an exchange with Massey University. My honest thought was all could-hope for was someone who would not derail the train and could keep us in a holding pattern. Mel-

anie Brock stepped into the role and ran with it. Her mantra was WWLD (What Would Linda Do), but within a few weeks she made the job her own, and it was impressive to watch her work. While everyone in the office missed Linda and rarely did a day go by when they did not refer to her excellent documentation of events and activities, the whole board and staff stepped up and had a huge first 7 months under Melanie's leadership.

My goal this year has been simple; complete as many of the projects MDA has started as possible. So when Linda gets back in the office full-time she will have no look-

(President's message cont. page 2)

**Hickey Leaves MDA for  
Greener Pastures**

Hank Green is getting a good one! After 2 ½ years of service to the Missoula Downtown Association, Colin Hickey is leaving for greener pastures, and we are sad to see him go. A well-known and talented online production professional, booking agent, graphic artist, musician, and event planner extraordinaire, Hickey came to work as the MDA's Marketing & Events Director in March 2011.

With an exceptional work ethic and amazing organizational skills, he successfully managed a thriving MissoulaEvents.Net online business, Missoula Indoor Ads, a busy booking schedule for the Badlander Complex, his weekly Monte Carlo performance on Saturday nights, a growing family, and an extremely demanding, full-time job with the Missoula Downtown Association. How he does it, no one will know. His contributions were recognized



earlier this year when Hickey was named the Downtown Missoula Employee of the Year at the MDA's annual

awards banquet.

A downtowner for life, Hickey is working towards finding more time (and resources) for his beautiful family: wife Lexie, two-year-old daughter Sloane, and four-month-old son Roman. Giving up his position at the Badlander and his position at the MDA, Hickey will have more time to spend with the people who mean the most to him.

(Hickey cont. page 2)

**2013 Board of Directors**

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Harry Watkins ..... Zip Beverage

Kent Watson ..... Kent Watson & Associates

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Ellen Buchanan ..... MRA

Anne Guest ..... Missoula Parking Commission

Michael Tree ..... Mountain Line

MDA Staff

Melanie Brock ..... Acting Executive Director

Jenny Mueller ..... Program Director

Robert Giblin ..... Finance Director

Julie Walsh ..... Operations Coordinator

(President's message cont.)  
ing back to do. I am super proud of the staff because they have not just survived Linda's 9-month absence, but prospered, and the entire staff is more skilled and better equipped to continue growing the MDA.

We of course want Melanie to stay involved with the MDA. She is taking a position with the Missoula Economic Partnership, and her skills will make a great asset to that organization. She will be missed, but the MDA will continue to benefit from her presence at MEP.

The other big summer news is that Colin Hickey has left the MDA and taken a position with Hank Green and his Vid Con company. Hank and his companies are a big part of the future of marketing. Mark my words one day you will say, "Hey I knew that Colin guy when he was the marketing dude for the MDA."

My hat goes off to Melanie, Colin, Jenny, Julie, Robert and all the awesome Facilities Staff. Linda will be back in the office full-time later this month and she will be ready to dive into some of the new projects we have been working on. More on that next month!

(Hickey cont.)

Colin's new office will be located in the Radio Central Building, just one block from the MDA office, where he will serve as a project manager for Hank Green, the Internet Guy. Green has his hands in multiple business endeavors including VLOG Brothers, Vid Con, DFTBA Records, Project for Awesome, Sci Show, Crash Course, 2D Glasses and EcoGeek. Hickey's skills will be put to good use, and Mr. Green will soon learn what a wonderful asset he has in his newest employee.

What we love the most about Colin is his infectious-positive attitude, his willingness to help others, his exceptionally-strong work ethic, and his likeability amongst all in this wonderful community of Missoula. The MDA has been blessed by his service and contributions, and Downtown Missoula is a better place because of him. He has Connected Our Community!

## Welcome New Members!

### Bhavana

Kim Richardson  
101 E. Broadway, Ste. B  
926-2260  
kim@bhavanahome.com

### Energetechs

Mark Wells  
615 Oak Street  
721-2741  
mark@energetechs.com

### Hoffmann Morgan & Associates Architecture & Planning

Shawna Van Beek  
265 W. Front  
728-8847  
shawna@hm-assoc.com

### Six Pony Hitch

Spider McKnight  
1207 S. Higgins  
924-1111  
spider@sixponyhitch.com

### The Salvation Army

Joshua Hamilton  
339 W. Broadway Street  
549-0710  
joshua.hamilton@usw.salvation-  
army.org

## Missoula Symphony Orchestra Presents Ninth Annual "Symphony in the Park"

No shirt, no shoes...come anyway! As inner tubers can attest, the Symphony in the Park is a concert for the entire community, flipflops and all. Now in its ninth year, this free concert in Caras Park is one of Missoula's most popular events and draws crowds of 5,000 people, not including the onlookers from Higgins Bridge and those pulling off the river for the show.

"I'm really proud of Symphony in the Park," says John Driscoll, Missoula Symphony Orchestra Executive Director. "We started this free concert back in 2005, hoping we'd get a thousand people to show up. It's been one of Missoula's largest single-day events since that first year, and to see Caras Park jam-packed for a Symphony concert – not a rock concert – is just the (cont. next column)

best. This is our gift back to our community for their support, and the community's attendance reflects just how much Missoula loves their Symphony!"

This year's show, which takes place Sunday, August 11 at 7pm, includes a program of movie scores, dance numbers, classics and even some disco. According to Music Director Darko Butorac, the audience can expect a fun and lively show. "There will be something for everyone, young and old." Want dramatic? How about Mussorgsky's "Night on Bald Mountain" of Fantasia fame. Feeling sentimental? Jerome Kern's "The Way You Look Tonight" should cover it, slow dancing encouraged. Add some of the aforementioned disco (think Saturday Night Fever), a beloved Beatles tune, and some classic pieces from Les Miserables, and we've got a show to remember. "This is my favorite concert of the year and I assure you it's going to be fantastic," says Butorac.

Although many people bring a picnic, concert goers also have the option of purchasing dinner and cocktails from on-site vendors. Big Dipper Ice Cream truck will also be there selling its custom made "Bachalatte" ice cream. The coffee/dark chocolate chunk concoction was created in honor of the Symphony in the Park and, for those

who can't wait for the concert, can be purchased at Big Dipper starting the first week of August.

Picnic or not, Driscoll recommends getting to the concert early to get a good spot, and

bringing a lawn chair or blanket to sit on. For those who want to ensure a place, limited reserved seating is available for advance purchase through the symphony office.

For more information on Symphony in the Park and the Missoula Symphony Orchestra, call 406-721-3194 or visit [www.missoulasympphony.org](http://www.missoulasympphony.org).



## Downtown Spotlight

### Energetechs

615 Oak St.  
721-2741

[www.energetechs.com](http://www.energetechs.com)

One thing is certain, Energetechs is not your average builder. After speaking with Mark Wells, Energetechs VP of Marketing and Sales, I was caught up in his enthusiasm for sustainable building techniques. "We believe buildings can enrich our quality of life," he said. Energetechs offers unique and specialized expertise in the planning and construction of "Net Zero Energy" and Passive House certified buildings, as well as installation, retrofit, and repair of insulation, heating, cooling, and ventilation (HVAC) systems, and energy efficient windows.

What is "Net Zero Energy" you may be wondering (I had to ask!) – Net Zero Energy, in my very layman's terms, is pretty much: the amount



energetechs

of energy used by a home or business is equal to the amount of energy produced... very cool!

With 8 full-time employees, their team is passionate about the buildings they work in, the Montana environment they play in, and about being a part of the Missoula community. Experienced green building contractors, with a combined 100 years of solving problems and making buildings more comfortable, healthy, efficient, and durable, they are skilled in both commercial and residential settings.

Check out their website [www.energetechs.com](http://www.energetechs.com) for more information.

Julie McFarland  
State Farm

# MISSOULA Downtown CONNECTING OUR COMMUNITY

### MDA Committee Meetings

#### Advocacy

Tuesday, August 13  
4-5pm MDA Office

#### Caras Park Improvements

Thursdays

10-11am MDA Office

#### Master Plan Implementation Team

Thursday, August 22  
12-2 pm at 140 West Pine

#### Membership

No August Meeting

#### Marketing Committee

Wednesday, August 28  
10-11am MDA Office

### Missoula River Fest to Celebrate How Our Waterways Enrich Our Lives

On Saturday, August 3, the Clark Fork Coalition (CFC), in partnership with Milltown State Park, Friends of 2 Rivers, and Friends of the Civic Stadium, will host the Missoula River Fest to celebrate the Clark Fork River and the conservation successes that have made western Montana a vibrant place to live, work, and play. "We have so much to celebrate – we've removed a dam and restored the confluence of two great rivers in western Montana," said CFC Executive Director Karen Knudsen. "Now, we're going to come together for the first time as a community to float the restored river on one special day."

People of all ages are invited to attend this free, unique community gathering featuring:

**Milltown-to-Downtown Float:** Enjoy the newly-restored Clark Fork-Blackfoot confluence, as Milltown State Park opens for this one special day in 2013. Shuttles to the put-in at Milltown State Park will be provided for tubers on a first-come, first-serve basis, leaving every half hour from Caras Park 10am - 1pm. Rafts and other watercrafts are permitted to float, but participants are responsible for their own transportation and there will be no parking at Milltown State Park. Food and non-alcoholic drink will be available for purchase between 11am -2pm at the Community at the Confluence BBQ on-site. No glass will be permitted on the park premises or

(cont. next column)

on the Clark Fork River.

**Lake Missoula Stand-Up Paddleboard (SUP) Classic:** Compete for prizes in the Lake Missoula SUP Classic, which will begin at 11am at Higgins Bridge, with 1-mile and 5-mile race options.

Registration closes the morning of the event at



10:30am. Kayakers, surfers, and SUPs are also invited to participate in the Surf Jam on Brennan's Wave, starting at 3pm.

**Brew Fest in Caras Park:** Enjoy local brews and food from 12-10pm, with live music from Musikata, Kung Fu Congress, Cadence, and more. Local vendors will have food available for purchase, and the Brew Fest will feature 20+ locally-made beers.

For more information on Missoula River Fest, please visit [missoulariverfest.com](http://missoulariverfest.com), email [info@clarkfork.org](mailto:info@clarkfork.org) visit [facebook.com/clarkforkcoalition](https://www.facebook.com/clarkforkcoalition), or call 406/542-0539.

### Roots Fest Volunteer Opportunities

The 8th annual River City Roots Festival hits Downtown Missoula August 24-25, and the MDA is looking for nearly 300 volunteers to help host Western Montana's premiere art and music festival.

Multiple positions are available in areas throughout Roots Fest, from the bar to helping artists, selling merchandise or informing festival attendees.



You can pull together a team of co-workers or friends and staff a shift together. And remember, volunteers receive a free Roots Fest t-shirt, cup and wristband, valued at \$18. If you are interested in lending a hand either Saturday or Sunday – or both – contact Julie Walsh at the MDA by calling 543-4238 or emailing [mda@missouladowntown.com](mailto:mda@missouladowntown.com).

# How is the MDA Connecting our Community in August?

## Advocacy

Preparing for fall municipal election forums held at the September and October membership luncheons

## Marketing

Bringing on a new Marketing & Events Director

## Master Plan

Evaluating market analysis possibilities

## Membership

Celebrating a successful BBQ & focusing on autumn programming

## NEW Downtown Dollars!



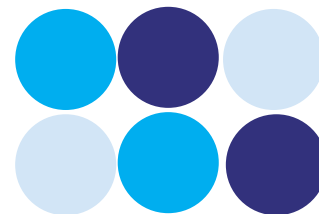
**\$5** **out to lunch** **DOWNTOWN TONIGHT**  
Downtown Dollars  
Out to Lunch Wednesdays 11am-2pm  
Downtown ToNight Thursdays 5:30-8:30pm

\*This certificate is good for \$5 toward the purchase of food and/or beverage at Out to Lunch and Downtown ToNight in Caras Park, Wednesdays and Thursdays June-August 2013. Vendors please treat as cash and return to the Missoula Downtown Association.  
543-4238 www.missouladowntown.com

Downtown Dollars can be purchased at the MDA office or at Out to Lunch and Downtown ToNight. Gift them to your employees to encourage them to take lunch at Caras, or use them as incentives or rewards. Downtown Dollars work the same as cash at Out to Lunch and Downtown ToNight all summer!

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## Member Shout-Outs

**Western Montana Fair is August 6-11.** The 134th Annual Western Montana Fair & Rodeo covers six fun-filled days that begin on Tuesday, August 6 and end on Sunday, August 11. Check out the schedule of events online at [missoulafairgrounds.com](http://missoulafairgrounds.com).

**Mountain Line Giving Free Rides to the Fair.** Mountain Line will be providing free bus service to and from the Western Montana Fairgrounds, Tuesday, August 6 through Saturday, August 10. Any rider commuting to or from the Fair will ride free on all of Mountain Line's twelve fixed routes and special Park-and-Ride buses. Just tell the driver you are going to the Western Montana Fair!

Park-and-Ride service will be available and will run from the Lewis and Clark Transfer Center (in the parking lot), the Dornblaser Field Parking Lot (near the shelter), Southgate Mall (main bus stop) and Mountain Line's Transfer Center downtown directly to the fairgrounds.

**Membership BBQ a Grande Fiesta.** The MDA would like to thank everyone for one of the best Membership BBQs yet! Nearly 350 people came to Caras Park the evening of July 16 to join the fun. Salsa Loca played lively music to set the tone for this year's fiesta theme, kids busted open three colorful piñatas, and El Cazador provided a delicious taco bar. A special thanks also goes to businesses and individuals that donated raffle items and food dishes or bought tables for their staff. And of course, we couldn't have done it without our volunteers. Thanks to all, and we hope to see you there next year.

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