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Promoting, Supporting & Enhancing the Vitality of Downtown Missoula for the Betterment of Our Community



**President's
 Message
 by Todd Frank**

The Trail Head
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January 2014 – another year is in the history books. I was politely told upon submitting what I thought was my last president's message for December that, in fact, I still owed January since the incoming president of the MDA will not take office until well past when this article was due. I guess that could be a metaphor for my year at the helm (you're not done yet). My goal this year was to engage the membership and complete a number of projects that the MDA had started. What I realized after a year as president is that the job is a process job. In fact, my take-away word of the year is 'process.'

Everything we do at the MDA has a process. Developed over the years, these processes make what we do have more credibility. The completed projects generally become lasting additions to the downtown community. Whether it is Caras Park fundraising, working on the Master Plan implementation, or the more physical tasks of putting on community events like the River City Roots Festival. The MDA has thrived since 1975 because we are willing to tackle big projects with a process that has a target completion. The problem is things like improving the downtown for businesses, consumers and citizens are not a project; the project is really the process.

Having just testified for my 4th or 5th time in front of City Council to talk about the process of making

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**THE DOWNTOWN MISSOULA
 PARTNERSHIP
 Sharing Resources to
 Strengthen Service**

As we move into 2014, you will see a new downtown entity come into place, as the Missoula Downtown Association, the Downtown Business Improvement District of Missoula, and the Missoula Downtown Foundation strengthen their partnership for the betterment of Downtown. All three organizations have agreed to formalize the Downtown Missoula Partnership as a unified entity to staff all three organizations so as to streamline resources and communications, share roles and responsibilities and create a more unified presence for all downtown stakeholders.

From the functionality perspective, all planning, projects, and programs will essentially remain the same, and each of the three organizations will retain their missions, functions, identities, board of directors, budgets and work plans. The MDA's primary focuses will remain advocacy, marketing and events, membership development and benefits, street décor and implementation of the Downtown Master Plan. The BID's primary focus is clean, safe and economically viable, and the Downtown Foundation's primary goals are increasing the financial resources for projects and programs throughout Downtown.

As employees of the Downtown Missoula Partnership, staff members of both the MDA and the BID will continue to serve both entities, as well as staff the Missoula Downtown Foundation. The Partnership will strengthen collaboration, streamline tasks and improve

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The Downtown Dialog should be shared with all your staff members! Please pass it around your office.

Board of Directors

President

Todd FrankThe Trail Head

Past President

John HornerFirst Interstate Bank

Vice President of Advocacy

Brent Campbell WGM Group

Vice President of Marketing & Events

Heidi StarrettComputer Central

Vice President of Master Plan Implementation

Matt Ellis Missoula Osprey/Uptown Diner

Vice President of Membership

Kim Klages-JohnsMSO Hub

Treasurer

Rick Eneas Galusha, Higgins & Galusha

Larry Brehm OZ Architects

Lynda BrownHR Consultant

Anders Brooker Runner's Edge

Dan CederbergCederberg Law Offices, P.C.

Wade HerbertBlack Knight Security

Julie McFarlandState Farm

Scott MacIntyreBadlander/Access ATM

Aimee McQuilkin Betty's Divine

Brooke Redpath Missoulian

Mario SchulzkeUniversity of Montana

Harry WatkinsZip Beverage

Kent WatsonKent Watson & Associates

Ex Officio Members

Ellen Buchanan MRA

Anne Guest Missoula Parking Commission

Michael TreeMountain Line

MDA Staff

Linda McCarthyExecutive Director

Jenny MuellerMembership & Events Director

Adam Reel Marketing & Events Director

Robert GiblinFinance Director

Julie WalshOperations Coordinator

(President's message cont.)
 downtown better, this last time was the easiest. The MDA worked hard to update the panhandling and pedestrian interference ordinances in a process that took over seven months. I have been called many things by folks over the years, mostly good I hope. But to top off my leadership role at the MDA, I was called delusional by a council member with whom I disagreed. We disagreed about part of the process of how to improve downtown Missoula for a very large percentage of the citizens that work, live, visit, conduct commerce, and simply are physically present in a safe environment. While the initial reaction to that name-calling might not be positive, I can accept that we can see different realities by standing in different shoes. Everything has a price - no free lunch (you name the quote and I can find a way to make it fit).

So to close my final message to the membership, here is my last thought. Among the hundreds of things that we do every year to make downtown Missoula a better place, I am going to leave you with another goal. Let's redouble our efforts to make sure as a community we are doing everything we can to create an environment that has compassion for those folks who have substance abuse issues and mental illness; to help the truly homeless people gain access to community resources; and lastly let's accept the need for legitimate and fair consequences for those folks who are taking advantage of the compassion and assistance that our community has to offer. Because if there is one thing I am sure of, it is that my commitment to make downtown Missoula the heart and soul of this community is not delusional. Thank you for the opportunity to serve such a great organization and community.



Welcome New Members!

**Mizz Pattee Guest Cottage
 Vacation Rental**
 Jill Herrick
 524 N. Pattee
 529-1585
 jherrick@gci.net

Northwest Collectors
 Paul Heihn
 PO Box 2898
 541-3993
 paul@nwcollectors.com

TeraDact Solutions, Inc.
 Chris Schrichte
 101 E. Front
 671-7462
 cschrichte@teradact.com

(Partnership cont.)
 employee retention and benefits. This restructuring will also allow for the hiring of a new employee to oversee fundraising, grant writing, and economic development programming. This new position will be called the Community Development Manager and will be posted in the next few weeks. Used all across the country, this Downtown Partnership model is a proven methodology for collectively representing all downtown stakeholders in an efficient, effective and collaborative way.

**Congratulations Window
 Decoration Winners!**

The MDA congratulates **Habitat Floral Studio** for being voted "Best Overall" in the Holiday Window Decoration Competition.

Thank you to all who participated during the holidays! Eighteen businesses showed amazing holiday spirit with their window displays. Congrats to winners of the other categories: **Walking Stick Toys, Bitterroot Flower Shop, Fact and Fiction Books, and Bhavana.**

**City of Missoula Provides
 Downtown Police Officer
 Year-Round**

Good news for downtown came in late December that Andy Roy, Dedicated Downtown Police Officer since April 2013, will now patrol the Business Improvement District twelve months per year. This is an extension from nine months per year. This increase in services comes at a time when more stringent limits will be placed on the pedestrian interference and aggressive solicitation ordinances. Andy Roy will play a large role in educating Missoula's downtown population on the parameters of these changes to the ordinances, making for a smoother transition to March 17, when citations may begin.



The Dedicated Downtown Police Officer program began in 2010 as an effort to reduce poor behavior in the downtown environment during the months our city sees most transient traffic. Downtown Ambassadors have enjoyed the

extra assistance and noticed a reduction in problematic behavior across the years. 2013, however, was an especially difficult year, with increased transient traffic attending the Rainbow Gathering in Western Montana. Officer Roy has been extremely helpful in mitigating inappropriate behavior as the Downtown Police Officer, while educating the public, responding to the needs of downtown business owners and reporting activity to the BID staff and board. Weekly reports of his work can be found on the MDA website at <http://www.missouladowntown.com/about/downtown-ambassadors/>.

**MISSOULA
 Downtown
 CONNECTING OUR
 COMMUNITY**

Downtown Spotlight

e3 Convergence Gallery

229 W Main Street

830-3168

After eight years of vacancy, the building formerly known as the Downtown Bakery has a new tenant. Convergence Ministries revived

this space at November's First Friday by opening e3 Convergence Gallery. The Gallery is home

to local artwork and hosts monthly art shows on First Fridays in the hopes of better connecting their ministries to the art world and the community at large.

Pastor Bill Center sees art as a language that fosters discussion, and he had the itch to integrate the arts with his church's teachings. A friend told him about a church in Kentucky that had opened a gallery, and Bill was inspired to do something similar in Missoula. Artists in the Convergence faith community found it too difficult to find First Friday gallery space, so opening a dedicated gallery seemed like the best option.

e3 Convergence Gallery aims to support up-and-coming artists while also supporting their local community. Proceeds from art sold in the Gallery go toward a different Missoula nonprofit each month, like Teen Challenge Outreach Montana or Watson's Children's Center. Anyone is able to suggest a nonprofit beneficiary at the Gallery's website: e3convergencegallery.com.

Convergence Ministries looks forward to welcoming more art walkers on First Fridays. The public is also welcome to visit the gallery, hang out, and enjoy free Black Coffee Roasting Co. beverages during open hours: 11am-6pm Wednesday through Saturday. Worship is also held at e3 on Sunday evenings at 6:30pm. All are invited to this month's First Friday art show on January 3rd, when there will be live music and live painting.



MDA Committee Meetings

Advocacy

Tuesday, January 14
4-5 pm MDA Office

Master Plan Implementation Team

Thursday, January 16
12-2 pm at 140 West Pine

Membership

Thursday, January 16
4-5 pm MDA Office

Marketing Committee

Wednesday, January 22
10-11 am MDA Office

MDA Presents Two Individuals for Board Service

At the MDA's annual membership awards dinner on January 29, two individuals will be presented to the general membership for ratification as representatives to the Board of Directors. Melanie Brock and Mario Schulzke have accepted the invitation to serve and have been confirmed by the full board. They have agreed to serve the members of this organization by donating time, talent and resources to the MDA's mission, goals, work plan and more.

Mario Schulzke has been UM's assistant vice president for marketing since January 2013. He is also the founder of IdeaMensch, a community of entrepreneurs who share stories of bringing their ideas to life. He is an Ironman triathlete and a 2002 UM business graduate. Mario has served on the MDA board since March 2013 and looks to be officially ratified this month.

Melanie Brock is the Director of Strategic Initiatives for the Missoula Economic Partnership. She served the MDA for 8 months in 2013 as the Acting Executive Director while Linda McCarthy was on sabbatical in New Zealand. Melanie's success in that position and passion for downtown make her a great candidate for the MDA Board. Brock has an M.A. degree in Political Science from The University of Montana and recently worked on Mayor Engen's campaign for re-election and served as the Director of Finance for the Friends of Steve Bullock.

Rolling off the board this year is Harry Watkins, owner of Zip Bever-

age, who has been involved with the MDA for years on the Board of Directors, and we are thankful for his contributions.

Stepping into the president's role in 2014 is Brent Campbell, President/CEO of WGM Group. Julie McFarland of State Farm will join the MDA Executive Committee as Vice President of Marketing and Heidi Starrett of Computer Central will shift to Vice President of Membership. Kim Klages-Johns of the MSO Hub will become Vice President of Advocacy and Matt Ellis of Missoula Osprey will remain Vice President of Master Plan. Todd Frank of the Trail Head will transition to Past President after serving as President of the Board. John Horner of First Interstate Bank will relinquish his position as Past President, but has opted to remain on the Board of Directors.

The vision, leadership, sphere of influence and ability to accomplish goals are the strongest characteristics of the MDA Board of Directors. We are thankful for and inspired by those who choose to serve our membership on the board.

Gift Card Tips

After selling 3,000 gift cards over the holiday season, we expect many of our participating merchants to see an increase in gift card redemption starting this month. Here are a few reminders to those merchants who participate in the gift card program:

-Gift cards must be run as a credit card, not as a gift card. Our gift cards are actually a MasterCard and stores will be compensated for accepting the gift card as if they had accepted a credit card.

-If a card is run for more than the balance left on the card, it will automatically decline. It is important to update the balance on the back of the card each time it is used. Balances can be checked over the phone at (800)755-0085 or online at www.getmybalance.com.

-Gift cards cannot be used for gratuities.

CONNECTING OUR COMMUNITY



218 E Main St, Suite C
 Missoula, MT 59802
 Ph: 406.543.4238
 Fax: 406.543.9831
www.missouladowntown.com

ADDRESS SERVICE REQUESTED

PRSR STD
 U.S. POSTAGE PAID
 Permit No. 74
 Missoula, MT 59801



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**How is the MDA
 Connecting our
 Community
 in January?**

Advocacy

Working on sidewalk sign options, and assessing Russell Street design.

Marketing

Developing 2014 marketing plan to include comprehensive online and social media strategies.

Master Plan

Working on the retail and housing strategies, assessing need for zoning changes, preparing for MDT's report on Higgins & Madison Bridges

Membership

New member recruitment and planning the Annual Awards Banquet.

Events

Planning Winter BrewFest - Mark your calendars for Friday, Feb. 21!

**MISSOULA
 Downtown**
 CONNECTING OUR
 COMMUNITY



Member Shout Outs

15 Years of Eclipse Engineering! Please join Eclipse Engineering, Inc. in celebrating 15 years serving the Missoula Community. Stop by for their open house on Friday, Jan. 24th from 5-7 pm at their new location at 113 West Main Street. Drinks and snacks will be provided.

Congratulations to MDA Board Member Matt Ellis, who was appointed to the Montana Tourism Advisory Council as a representative of the Glacier Country Region. Ellis is the General Manager of the Missoula Osprey Professional Baseball Team, and he and his family own the MSO Hub and the Uptown Diner. Ellis has served on the Board of Directors for the Missoula Downtown Association since 2002 and was recently appointed to the Missoula Parking Commission Board of Directors.

Celebrate MLK Day at Caras Park! On Monday, Jan. 20, rally to Caras Park at 5pm for Youth Voices: Speaking Up and Speaking Out. Create a sign and listen to remarks from Vance Home Gun, Trail Bundy, and others. A musical performance will proceed with a March for Youth Voices to St. Paul Lutheran Church, where a Community Celebration will begin at 6pm.

Board Openings with the City. The City of Missoula is looking for community-minded individuals to serve on the Board of Adjustment, the Design Review Board, the Missoula Housing Authority Board and the Missoula Civic Television Advisory Commission (MCAT). More information and applications can be found online at: <http://www.ci.missoula.mt.us>.

Stay up-to-date by visiting www.missouladowntown.com.

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