

DOWNTOWN

Dialog



- in this issue...**
- New MDA Hire
 - Social Hosts Call
 - Rail Jam at Caras
 - Spotlight: Peaceful Heart Yoga
 - Buy Local Challenge

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



President's Message by Todd Frank

The Trail Head
tfrank@trailheadmontana.net

I just finished up one of those amazing fall weekends, the kind that begs you to get out of town and do something because weather like that is fleeting. I finally put away all my gear from a recent fishing trip to Alaska. After unpacking, I dove right into work with 3 hours of meetings and a strategic planning day with the MDA, BID and Foundation boards. By the time this weekend rolled around, I finally had time to circle back and deal with the aftermath of a big trip.

I got a few fall house projects done Saturday, and on Sunday afternoon went to the store to check in and do some fall cleanup outside in the sunshine. I planned to sneak to the river one last time to fish after cleaning sidewalks and doing a bit of gardening.

Much to my chagrin, I saw that the Trail Head building had been tagged with graffiti – again. So instead of getting to the river, I spent the afternoon painting over the handy work of a lost soul who couldn't find anything more productive to do than vandalize a wall built in the early 1880s. Graffiti is vandalism, plain and simple, and it affects everyone in the community at some level. It makes Downtown seem somehow less spectacular, less safe and less secure than it really is. Perceptions are everything.

I read not long ago a great book called *The Tipping Point* by Malcolm Gladwell. He talks much about this

(President's message cont. page 2)

MDA Hires Adam Reel

Adam Reel is the new marketing and events director for the Missoula Downtown Association. Reel comes to the MDA from the Adventure Cycling Association, where he was a travel initiatives coordinator working to advance the U.S. Bicycle Route System in all 50 states. Reel fell in love with Missoula during a cross-nation cycling tour in 2011 and moved to the Garden City shortly thereafter.



A native of Lexington, Virginia, Reel has a B.A. in English from the Virginia Military Institute (VMI), where he was an offensive lineman for the Keydet football team. He served as a project manager for Alstom Power in Houston, Texas for three years, then went to graduate school and earned an MBA degree from the College of William and Mary.

Reel's experience also includes serving as the strategic marketing consultant for the Virginia Capital Trail, a bicycle and pedestrian trail between Williamsburg, Jamestown and Richmond. His personal interests include outdoor adventure, community theater and travel, having visited 46 of America's 50 states.

In his new role at the MDA, Reel will be responsible for the strategic marketing and branding initiatives for Downtown Missoula and for planning a good portion of the MDA's community events, including the Downtown ToNight Summer Series, River City Roots Festival, and both of MDA's brewfest events. He replaces Colin Hickey, who departed the MDA in July for Hank Green Productions.

"I am extremely passionate about (Adam Reel cont. page 2)

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

2013 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-Johns MSO Hub
- Treasurer**
Rick Eneas Galusha, Higgins & Galusha
Larry Brehm A.I.A., Architect
Lynda Brown Tamarack Management, Inc.
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 Schulzke University of Montana
Harry WatkinsZip Beverage
Kent WatsonKent Watson & Associates
- Ex Officio Members**
Ellen Buchanan MRA
Anne Guest Missoula Parking Commission
Michael Tree Mountain Line
- MDA Staff**
Linda McCarthy Executive Director
Jenny MuellerProgram Director
Adam Reel Marketing & Events Director
Robert GiblinFinance Director
Julie Walsh Operations Coordinator

(President's message cont.)

phenomenon of what happens when a city allows activities like graffiti to go unchecked. Upstanding citizens begin to not bother paying the subway fare, not bothering to pick up the garbage or stop a crime because "no one cares." Missoulians care, and every effort will be made by engaged and concerned citizens to stand up and speak up when they see something. To me, an afternoon spent covering graffiti is a small price to pay for a community that I want to live in. In the end, paint is cheap and I will commit to covering anything on my building much faster next time. I allowed the other tag to remain for a couple months since it was somewhat hidden. I believe that is why I was targeted with more.

So my personal solution is to stay involved and keep buying paint. Perhaps I can get a sponsorship from a local paint store to be the poster child for graffiti cover-up. The BID and the City have a group that will help with covering graffiti, but don't wait for them. The City, BID and MDA all have limited resources, and we all know the best thing you can do for a group is to take care of yourself. It actually feels pretty good to go and immediately cover it up to keep whoever did it from even gaining the satisfaction of showing it off, even for one day. So if the building you own or work at has been tagged, get after removing it or covering it as soon as you can. If you see graffiti on building and the owner perhaps cannot afford to remove it, step in and offer your expert painting services!

It is your downtown – what are YOU going to do to make it better?

MISSOULA
Downtown
CONNECTING OUR
COMMUNITY

Welcome New Members!

Counseling Services

Leanne Young
111 N. Higgins Ave., Suite 508
360-3262
leanne_young@ymail.com

Missoula Smokejumper Visitor Center

Dan Cottrell
5765 West Broadway
329-4934
smokejumpercenter@yahoo.com

Missoula Writing Collaborative

Megan McNamer
#28 Officers' Row, Ste. 2 Ft Missoula
549-3348
meganmcnamer@gmail.com

Montana Chocolate Company

Michael Brown
129 N. Higgins Ave
880-9986
mike@duckboy.com

Mustard Seed/Noodle Express

Matthew Blakey
2000 W Broadway St
541-7333
nemb@noodleexpress.net

Peaceful Heart Yoga/Preschool

Jess Mathiae
725 W Alder #3
239-9642
jess2breathe@gmail.com

Treasure State Donuts

Stephanie Lubrecht
400 E Broadway
541-0002
treasurestatedonuts@gmail.com

zpizza

Michael Gray
525 N. Higgins Ave
926-2770
m.gray@zpizza.com

(Adam Reel cont.)

Downtown Missoula," Reel said, "and I am really excited to be part of an organization that does tremendous work for this community."

Reel commenced his duties with the MDA on October 7. He can be reached via phone (543-4238) or email (adam@missouladowntown.com).

Host an MDA Social in 2014!

As a member of the MDA, you have the opportunity to showcase your business by hosting a monthly MDA membership social. Membership Luncheons, Coffee Talk and Downtown on Tap are great ways to connect with fellow members in your space and spread the word about upcoming promotions, projects or other news.

Luncheons are the second Tuesday each month from 11:30am-1pm. Members pay \$12 to attend, lunch included. Coffee Talk takes place the third Wednesday of each month from 8-9 am and costs \$50 to host. Downtown on Tap is the last Tuesday of each month from 5-7 pm, costing \$75. Hosts provide food and beverage, and attendance can vary 15-100.

If you go to our membership socials, you know what an excellent networking opportunity they are. The 2014 hosting season is quickly approaching, so contact the MDA as soon as possible before your preferred date gets booked! Contact Jenny Mueller at 543-4238 or jenny@missouladowntown.com.



Ride for Tanner this Month at Caras!

The 3rd Annual Ride for Tanner Rail Jam is Saturday, November 9 in Caras Park. All proceeds go to the Tanner Olson Memorial Fund to build a BMX park in Downtown Missoula and support the freestyle ski community. Admission for spectators is only \$7, which includes raffle tickets and giveaways. Rail jam competitors can pay \$25 for entry into the event competition, an event t-shirt and a wrist band. Keep in mind that there are only 20 spots for skiers and 20 spots for snowboarders, so register soon if you haven't already! To ride, call or text 381-9202 or visit Ride for Tanner Rail Jam on Facebook.

Downtown Spotlight

Peaceful Heart Yoga

725 W Alder #3
239-9642

Downtown Missoula has a variety of shops and services to go along with its unique setting and architecture that has made it the envy of many communities in the region. However, one of the Missoula Downtown Association's newest members could take the area to a new level. This September we welcomed the opening of Peaceful Heart Yoga and Peaceful Heart Pre-school, a yoga-inspired pre-school.

Peaceful Heart Yoga was founded by its owner, Jess Mathiae. Jess grew up in Missoula but attended Bates College in Maine where she obtained a psychology degree. In the last 10 years she has taught high school students and worked with kids of various ages but she was inspired to open her new business after embarking on a 500-hour certified yoga teacher program with the respected Kripalu Center for Yoga and Health in western Massachusetts, expanding her 200-hour certification.

Peaceful Heart Yoga is a full curriculum pre-school offering classes for children between ages four and five, 2 days per week and three year olds, 1 day per week. The children are challenged by a variety of subjects including numbers, letters, and science, but each with a sprinkling of the principals of yoga. Many have heard people say that yoga teaches you to learn about your inner self but the true meaning of yoga is the union of one's self with earth or to develop a more intimate relationship with the natural world surrounding oneself. According to Jess, "Yoga philosophy spans an entire life style."

Parents need to realize that the fast pace of modern life causes stress in children similar to adults. Although physical exercises incorporating yoga is only a small part of the children's day, they learn techniques for self-health, relaxation, and inner fulfillment. Yoga (cont. next column)



MDA Committee Meetings

Advocacy

Tuesday, November 12
4-5pm MDA Office

Caras Park Improvements

Thursdays
10-11am MDA Office

Master Plan Implementation Team

Thursday, November 21
12-2 pm at 140 W Pine

Membership

To Be Announced
4-5 pm MDA Office

Marketing Committee

Wednesday, November 27
10-11am MDA Office

can have many physical benefits for children including enhancing their strength, flexibility, and coordination, but it can also improve their concentration and sense of calmness. If you would like to try yoga yourself Jess is available for private or group lessons for adults.

Jess enjoys being located in downtown Missoula. She values the easy availability of the bus system which she utilizes for field trips for her students. She also loves the bike friendliness of the area, as she rides her bike almost every day.

Peaceful Heart Yoga is located at 725 West Alder #3. If you would like to contact Jess, her phone number is 406-239-9642, her email is jess2breathe@gmail.com, or visit her website at peacefulheartyyogamisoula.com.

-Harry Watkins
Zip Beverage

2013 Buy Local Challenge

Missoulians love their place. The people, the outdoors, that special thing that just makes Missoula... Missoula. What better way to celebrate all that we love about this place than moving our dollars to businesses run by people who live here?

That's what the Buy Local Challenge, presented by the Sustainable Business Council, aims to accomplish. To encourage shoppers to be aware of their local buying options during the biggest shopping period of the year, the Buy Local Challenge will offer contests, advertising, education and awareness. Shoppers can enter to win prizes by tracking down contest posters at participating businesses. A quick scan of a QR code on a smart phone allows shoppers to enter a weekly drawing for gift certificates and other items. Look for posters going up at SBC member businesses in early November. The contest runs through early December. Advertising and public relations activities will run through the end of the year. Sponsorships are still available, but time is running out. If you'd like your business to be promoted with this campaign, please contact Lisa Hensley, Buy Local coordinator, at buylocal@sustainablebusinesscouncil.org.

This year, SBC will also be working with the MDA to co-promote local shopping in conjunction with Small Business Saturday and other events planned in the downtown area.

The Sustainable Business Council has also rolled out an updated website (www.sustainablebusinesscouncil.org) to better serve its members and the community. One of the best features of the new site is a member directory, where you can get ideas on where to shop local and what to buy for the loved ones on your list.

Not an SBC member? There's still time to join and participate in the Buy Local challenge! Just visit www.sustainablebusinesscouncil.org for more information and to join, or contact Susan Anderson at info@sustainablebusinesscouncil.org.

- Lisa Hensley
Sustainable Business Council

MISSOULA
Downtown
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



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

How is the MDA Connecting our Community in November?

Advocacy

Focusing on MDT's proposed improvements to Higgins and Madison Bridges. Advocating for the bike-ped amenities and connectivity to the riverfront trail and parks system.

Marketing

Implementing the holiday season plan including Small Business Saturday and Holiday events. Look and listen for advertisements starting the week of Thanksgiving!

Master Plan

Assessing how to measure economic impact of the proposed Front & Main conversion, developing inclusion criteria for Missoula's Wayfinding System, seeking support for the Mountain Line mill levy, and assessing a potential development project called ArtSpace.

Membership

Planning for Holiday season retail promotions and events. Don't miss Small Business Saturday on November 30!

MISSOULA
 Downtown
 CONNECTING OUR
 COMMUNITY



Member Shout Outs

Join the Window Decorating Contest. It's that time of year again – the holidays! – which come with the Downtown Window Decorating Competition. The Downtown Window Decorating Competition has been an annual holiday event in Downtown Missoula since 1999. Judging will take place on Thursday and Friday, December 5 and 6, but the windows will remain decorated throughout the Holiday Season for Missoulians to come Downtown and enjoy. If you are interested in participating in this annual event, contact Jenny Mueller at 543-4238 or jenny@missouladowntown.com.

Stay on Top of Snow Removal! Ready or not, snow is coming to Downtown Missoula. To keep our urban core navigable for pedestrians, bikers and vehicles (especially for holiday shopping), it is important to properly manage snow accumulating in front of your business. This is a friendly reminder that Missoula law states you must shovel by 9am on weekdays and 12pm on weekends and holidays. Thank you for keeping Missoula Downtown a great place to be – no matter the weather! The Downtown BID also offers snow plowing and ice management services for \$45 per hour.

The Perfect Gift! Downtown shopping during the holidays can be a wonderful experience...strolling down the street with a hot chocolate, enjoying the unique and creative window displays, wandering through warm, inviting shops looking for that special gift that can only be found Downtown. One such gift is the MDA gift card. Redeemable at over 165 downtown businesses, these holiday favorites are the perfect way to get someone exactly what they desire or say "thanks" to your employees for a great year. To see a complete list of all the merchants who accept the card and to purchase that perfect holiday gift, please visit the MDA office located at 218 E. Main St. or go online at www.missouladowntown.com.

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

www.MissoulaDowntown.com