

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, January 20, 2014**

Present: Tim France, Alan Newell, Carma Gilligan, Ellen Buchanan, Craig Aasved, Charlie Beaton

Absent: None

Staff: Linda McCarthy, Noreen Humes, Laurie Johnson, Tom Aldrich

The meeting commenced at 3:03 pm.

Meeting Commencement & Introduction of Guests and Public Comment

Presenters for the Art Park included Laura Millin (Missoula Art Museum), Rob Scheben (Missoula Police Department), Mike Brady (Missoula Police Department), Ginny Merriam (Mayor's Office), Anne Guest (Missoula Parking Commission), Donna Gaukler (Missoula Parks & Recreation).

Bob Giordano (Missoula Institute for Sustainable Transportation (MIST)) distributed a document pertaining to street design. The goal of the organization is to increase pedestrian and bicycle safety, and he is advocating for the four to three lane conversions in various Missoula locations. Giordano will present with more detail to the Master Plan Committee.

Approval of \$2,700 Allocation for Operations to the 2015 DMP Budget

Discussion was tabled regarding the \$2,700 operations line item during the previous BID Board meeting when other expenses were approved as the line item was not clear. Robert Giblin clarified the item covers office supplies, insurance, and general operations. **Newell moved to approve the \$2,700 allocation for Operations. Cederberg seconded the motion, which passed unanimously.**

Approval of 2015 Rental Agreement with MDA

The rental agreement between the MDA and the BID, in which the BID pays for 1/3 of the rent, utilities and telecommunication services, needs to be renewed. The document and its changes were reviewed. The monthly costs increased slightly. The building lease expires June of 2016. McCarthy has been working on the possibility of buying the building, given the buyout of Community Bank by Glacier Bank. **Beaton moved to approve the 2015 Rental Agreement. Buchanan seconded the motion, which passed unanimously.**

Approval of December Board minutes

Approval of the December minutes was deferred until February.

Financial Report

The document was reviewed. The financial position is strong. Winter expenses show an expected increase in fuel and vehicle maintenance. Discussion ensued regarding the cost of operating the Kubota compared to the Toyota truck. A cost and usability assessment was recommended for autumn, taking input from BID Maintenance Manager Daniel Tulk.

Presentation on the MAM Art Park: Laura Millin & Ginny Merriam

Merriam began with some background about the Art Park and the concerns from the first wave of presentations. They include policing, parking, and park management. There has been a great deal of brainstorming and research for those three topics and the presentation addressed them directly.

Guest addressed the parking concerns. Seventeen parking spaces would be lost. The five spaces on Pattee Street will be lost regardless of the Art Park's construction as it will be converted to a loading zone. The lot west of Adventure Cycling near Jimmy John's is underutilized and there is a great deal of potential to have a portion of the lot converted to

metered parking. Guest has spoken to the owner and conversion seems likely. Metered parking on the 200 block of East Pine will be converted to short term parking. The bus stop on the 100 block of East Pine will be converted to metered parking. Four more spaces that would benefit Runner's Edge will also be converted to metered parking. In addition to more than enough new parking places to replace those lost, fare free bus service as well as the Park Place parking structure should also lower the demand for vehicle parking.

Brady spoke to the policing issues. Missoula Police enjoy the partnership that provides Downtown Officer Andy Roy's services and wish to continue it in perpetuity. Civilian positions are beginning to cover more parks and trails. There are many unknowns regarding the transient traffic coming from West Broadway with the new location of the Povorello Center. There will be eight officers on patrol for summer months, including an additional foot patrol officer. Officer Roy will continue his service. Approval is being sought for additional civilian community service officers (CSO) who could be dedicated to specific purposes. Education and communication are paramount. All of those factors should contribute to a safer Downtown, and Brady admitted better coverage is necessary for the times Officer Roy is off duty. McCarthy and Buchanan asked how the BID could help. A letter or meeting presence for City Council for additional budget to expand Downtown police service would be helpful. K9 units have not shown to be helpful in curbing transient problems and will not be utilized in the future. If funding were raised, and additional dedicated officer would be utilized.

Scheben spoke to the safety designed into the Art Park. The idea is to build safety into the design and lighting in the construction and Scheben has been advising accordingly. He made clear that nearly all parks maintain the established canon of safety rules in their design and it's mostly undeveloped or abandoned city land areas that don't. In particular with the Art Park, a seating area was too high and wide and would have allowed a person to hide. Other areas are undergoing revised designs for safety including the loo and benches.

Gaukler spoke to the park management issues. Parks & Recreation have also been involved throughout the design process for safety, usability, and maintenance. One component of the design principles includes increased traffic of 'every-day citizens' to displace problematic types. Parks & Recreation performs a multitude of design principles to maintain safety. The Art Park will require a high level of maintenance and Parks & Recreation has been working on landscape design concepts. The question of Parks & Recreation and the partnership with the BID clean team remains. Parks & Recreation desires a continued partnership with BID maintenance and the clean team for the Art Park.

Millin concluded the presentation by highlighting the new construction timeline. Groundbreaking has been postponed until Fall of 2015. Merriam said she hoped the BID board was happy and excited about the Art Park. France thanked the guests for their presentation.

Project Updates

Broadband Study- No updates have come forth regarding the broadband study. Funds are still being sought. Bryan von Lossberg is now working on the project.

Wayfinding- Implementation is moving forward. Jessica Morris is taking the lead on writing the RFP. The Montana Office of Tourism has approved the redirection of the TIPP grant from the vehicle layer to the pedestrian layer, which will be completed first. Funds for both pedestrian and parking layers are ready and the RFP should be ready by the end of February. When the final documents are in place, a formal approval process will take place.

Housing & Retail Market Analysis- The Sonoran Institute will not perform the market analysis the BID allocated funding for in May of 2014. A decision should be made regarding the pursuit of a study. Master Plan committee, when discussing the issue, suggested the private sector could take care of the housing issues without the need for leadership and research from the public sector.

Sidewalk Sign Ordinance- McCarthy reported the Missoula City Council voted unanimously to approve the modifications to the city sign ordinance that allow businesses in the BID to place a second sidewalk sign up to three blocks away until the pedestrian layer of the Missoula Wayfinding System is implemented.

BID Expansion: West Broadway- McCarthy presented the expansion map and letter for the Mayor and City. The petitions from 2014 can be used. The assessment structure will also be included in the mailing.

MDAC Report: Policing, Real Change, HOT Team Vehicle, Liquor Sales

Cederberg reported MDAC's goal for the year is to make it possible for another Downtown Police officer to be deployed. Brady's presentation suggested community service officers could fill the gap. Cederberg asked if the board is okay trying the community service officers for the year or if the pursuit for a full time police officer should continue. Johnson spoke to the issue. CSOs do not carry weapons and cannot make arrests and are less effective as an individual unit compared to a fulltime officer. Officer Roy and Johnson think gaining another fulltime officer is critical. Consensus of the board was that funding should be sought from around the community for a second fulltime officer.

Johnson reported the Real Change program is being revamped to be more education focused. There have been no applicants for the Real Change internship. The Real Change committee will meet at the Partnership Office the following week.

Discussion ensued regarding the limitation of high-gravity alcohol sales and the positive effect it had in other communities. Roughly 15 Downtown businesses would need to agree to limit such sales, and France suggested such agreement would be difficult. Not every customer of such beverages is problematic, so limiting sales would affect a wider customer base and thus negatively impact sales.

The HOT team vehicle is reported to be complete.

Mission Reports:

Clean- The Clean Team is keeping stats for drains now. They are in year two of a three year contract.

Safe- Officer Roy's stats were circulated, as were the Ambassador stats. There was a spike of new activity near the new Poverello Center. A higher number of calls and reports have occurred in the last week. Policies and programming at the new building are reported to have been disrespected and behavior is worse than planned.

Business Development- The list of openings and closings was included in the packet. The goal is still to create a business development plan created in the first quarter.

Master Plan- Focus is on new goals for 2015. A document of potential goals was distributed. A Missoula County representative will be asked to serve on the Master Plan Committee.

Announcements & New Business

Beaton was appointed by Governor Bullock to the Main Street Montana Key Industry Network for Small Business and Downtown. The group's goal is to identify actions and policies that would be beneficial to the success of small businesses and downtowns across the state.

Mueller has given notice of resignation from the Partnership and will finish her tenure on February 13.

Donna Gaukler asked to coordinate the annual meeting between the city and the BID. It was scheduled to take place Thursday, January 29 at 8:30am at Currents. McCarthy asked BID board members to join her at the meeting. Discussion ensued regarding items to bring to the meeting. It was agreed the meeting should be postponed given other events the same day and the short notice.

The Front & Main Conversion Study will be presented to the public on Thursday, Feb. 19 at 5:30 pm at a location yet to be determined.

McCarthy went over the event schedule listed on the agenda document.

The meeting adjourned at 5:34pm.