

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, February 17, 2015**

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

Absent: Craig Aasved

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

The meeting commenced at 3:02 pm.

Meeting Commencement & Introduction of Guests and Public Comment

The following guests gave introductions:

1. Travis Mateer, Poverello Center, MDAC
2. Michael Moore, Reaching Home, MDAC
3. Keithi Worthington, City Attorney's Office, MDAC
4. Martin Kidston, Missoulian

Worthington Distributed the *Responsible Alcohol Retailer Program* document. The program presents two options for curtailing issues with perpetual inebriates as a voluntary program among alcohol retailers to gain feedback and test the waters. The two suggestions are: 1. *Single-Serve Guidelines*, which banishes the sale of known high-alcohol content single-serving cans, removes any larger sized cans that contain 5% or more alcohol content, and removes pint sized cheap liquor sales. 2. *No Sell List*, which names the top 15 most problematic individuals and prevents sales to them.

Mateer spoke to the document and framed it as a 'harm reduction' strategy. The concept of harm reduction is a positive approach, which prevents individuals from harming themselves and others. Moore expanded further on the harm reduction concept. Worthington answered questions and spoke to the success of the program in Washington. France spoke to the issue from the perspective of both a retailer and BID chairman. As a retailer, he suggested packaging the program with a training system and a no-sell list. Discussion ensued. Worthington continued to emphasize success stats from Washington. The guests were thanked for their presentation.

Approval of December & January Board Minutes

- **Cederberg moved to approve the December minutes as presented. Newell seconded the motion, which passed unanimously.**

Gilligan and Buchanan provided revisions for the January Minutes.

- **Newell moved to approve the January Minutes with revisions. Cederberg seconded the motion, which passed unanimously.**

Election of Board Chair and Vice Chair

- **Buchanan nominated France for Chairman of the Downtown BID Board. Newell seconded the motion, which passed unanimously. Tim France was elected BID Board Chairman.**

- **Newell nominated Beaton for Vice Chairman of the Downtown BID Board. Buchanan seconded the motion, which passed unanimously. Charlie Beaton was elected BID Board Chairman.**

Financial Report

Newell reported finances are in good shape and he will have more to report after the committee meets.

Play It Missoula – Piano Project

Humes asked the BID to provide \$2100 for the program, per the document. Buchanan asked if the mission of the program has expanded beyond placing them in trouble areas for the sake of crime prevention, as many of the proposed new locations are not problematic. Humes explained the program has been two-fold in its mission: both crime prevention and placemaking (creating a sense of place with the piano as the focal point). Buchanan suggested some known problematic areas. Discussion ensued. McCarthy emphasized the significance of the program for social media, public relations, and community embrace. Newell suggested carrying the document to Finance Committee for review and recommendation prior to approving funding. He said they would need more information regarding long-term sustainability plans and the contributions of other organizations. Buchanan noted the piano program is the “single coolest thing [the BID] has done.” The document will be reviewed and recommendations will be made by the Finance Committee.

Discussion on Board Composition (Beaton and Gilligan terms end 5/31/2015)

Beaton and Gilligan will both renew their terms.

Update on meeting with City Parks & Public Works staff

The meeting will come the coming Thursday at 8:30am. Gilligan and France will represent the BID.

Update on proposed Policing Plan for Downtown Missoula

McCarthy reported the contract with MPD for Officer Roy is currently month-to-month basis. Cederberg reported MDAC is seeking funding for a second Downtown officer, and suggested the BID could provide funding to help fund the officer. Cederberg suggested the current officer's contract should be renewed for 2015, with an addendum should an additional officer be added. Cederberg will attend the Parking Commission board meeting to ask for funding. Buchanan suggested the BID board should go on record of supporting three additional Community Resource Officers. Action will be taken regarding a specific ask during the March board meeting.

Project Updates

Broadband Study- The RFP Draft is still in the works.

Wayfinding- Fundraising is underway and strategy to do so has been forged. Contract documents are being prepared for implementation. \$30,000 per-year for two fiscal years will come from the BID for the project. The MDA will provide the same funding. Jessica Morris is taking the lead from the city's perspective.

BID Expansion: West Broadway- The city and YWCA support the project. McCarthy will follow up with Erin Fowler of the Poverello Center for their support. Some parcel revisions will be required. Buchanan suggested the expansion could go further given the transient issues surrounded the new Poverello Center.

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

MDAC's topics had mostly been reported. It was unclear whether funding for the HOT team vehicle had been earned, but Buchanan reported MRA had received a new vehicle.

Mission Reports: Clean, Safe, Business Development, Master Plan

Johnson reported the warm weather had contributed to higher activity, especially graffiti.

Humes coordinated a business development social scheduled to start immediately after the BID Board meeting, Feb 17 at 5pm. Frank Martinez will present and Mayor Engen and UM President Engstrom will attend. Martinez is a former Senior Program Manager at Microsoft Research in Seattle and is involved in various high tech startups. He is currently working with Alex Philp and Mike O'Herron on economic development opportunities for Downtown Missoula. All BID Board members were invited.

Planning for BID Ratepayer Annual Event: MAM Art Park, Wayfinding, Policing – change from Breakfast format?

McCarthy asked for input from the board regarding a new format. Buchanan suggested an evening social format with presentations. Top Hat was suggested for a lunch location, given its success with MDA luncheons. France emphasized the importance of casual sincere communication among ratepayers for the event, so he suggested asking the ratepayers which format they would prefer. Discussion ensued. Consensus was the event should be an evening casual social atmosphere with appetizers and non-alcoholic beverages, with tables exhibiting the various projects of the BID. McCarthy will prepare details for approval at the March BID Board meeting.

Announcements & New Business

Beaton was appointed by Governor Bullock to the Main Street Montana Key Industry Network for Small Business and Downtown. The BID press release led to a Sunday feature in the Missoulian.

Buchanan announced the Front & Main Conversion public meeting will be delayed until some time in March.

Humes reminded the board the last lesson for the Poker Tournament will be February 22 at the Hellgate Elks Lodge. Matt Ellis instigated a board challenge for the Tournament on March 22. He is encouraging participants to buy-in for groups of ten to ensure an exclusive table. For his own staff, Ellis is rewarding table-mates who knock him out of the game. The tournament is in the secret room of the Elks Lodge, so access is rare and coveted. The event is a fundraiser for the MDF, and will also feature March Madness basketball games.

The meeting adjourned at 4:31pm.