

Downtown Business Improvement District of Missoula

Board of Trustees Meeting Minutes

Tuesday, March 17, 2015

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

Absent: None

Staff: Noreen Humes, Robert Giblin, Tom Aldrich, Laurie Johnson

The meeting commenced at 3:05 pm.

Meeting Commencement & Introduction of Guests and Public Comment

No guests were present. No public comment.

Approval of February Board Minutes

- Gilligan moved to approve the February minutes without changes. Cederberg seconded the motion, which passed unanimously.

Approval of Funding for Broadband Study

The BID approved \$5,000 to fund the project, contingent on the review of a completed RFP. The final RFP document was reviewed and approved by the Finance Committee, recommending funding approval by the board.

- Cederberg moved to remove the contingency, allocating \$5,000 for the project. Beaton seconded the motion, which passed unanimously.

Approval of BID Ratepayer Annual Meeting Details

Postcard art and the event's details were discussed. Overall, the plan and art looked great. Since the Clean Team will not be able to attend the event, options to recognize them were discussed. Another pizza party was suggested. Brandon Kinzle will likely attend to represent the Clean Team.

- Newell moved to approve the details and artwork for the event. Aasved seconded the motion, which passed unanimously.

Approval of Play It Missoula Piano Project

- Newell moved to approve funding and the project, with up to \$1,500 allocated from the business development budget. Cederberg seconded the motion, which passed unanimously.

Approval of FY2016 BID Budget Narrative

Giblin explained the document is presented to City Council as part of the City of Missoula budget for approval. It is essentially a synopsis of all of the BID's activities, goals, and objectives. This provides an overview for the presentation to the city. The narrative has historically been brief and has not been an action item for the BID board's approval. Budget numbers are drawn from the projections in the usual budget documents. Gilligan suggested changes: "business owners" should be revised to state "property owners" since BID assessments are based on assessments from property owners. Buchanan pointed out that while the BID's constituents are in fact property owners, the business owners are a part of the BID's mission. Discussion ensued. Cederberg highlighted some historical factors influencing the language. Newell pointed out that supporting business owners indirectly supports property owners as their rent contributes to revenue that pays into BID assessments. *Consensus was a qualifier revision should be included in the first paragraph: "The BID obligation is to ratepayers but BID recognizes it's important to work with business owners as well."*

- Newell moved to approve the Budget Narrative document with the qualifier revision. Buchanan seconded the motion, which passed unanimously.

Finance Committee Report

Newell reported the BID is in good shape. Giblin will make the BID-DMP contribution payment later in the month.

Office Management in Linda's absence

Giblin summarized the strategy for the office in McCarthy's absence. Giblin is handling internal administrative duties. Humes is handling external items such as Wayfinding, master plan, and advocacy. Giblin, Humes, and staff feel the office is in good shape and things are moving along. The board lauded staff for their efforts. Discussion of McCarthy's condition ensued. She is doing well and taking frequent nature walks.

Project Updates

Wayfinding- Humes provided an update. Jessica Morris of Development Services has been on vacation so the construction bid has yet to be completed. Finalization of the bid is the next step. Buchanan reported she has been looking for ways to incorporate vehicle layer construction as part of the City's budget, potentially for FY2017. BID and MDA will fund the Downtown component while MRA will fund the Brooks corridor.

Front & Main Conversion- Buchanan reported the draft report has been given to the technical advisory committee. Potential developers on those streets are already showing interest. Federal urban aid funds would need to be tapped.

MDAC Report: Liquor Sales Outreach- Cederberg and Johnson reported. Meetings with area businesses are underway. The meetings are to test the waters to see to what extent businesses will participate. Buchanan suggested higher pricing for such malt liquors before the noon hour. France said it would likely show no effect. Johnson suggested the no-sell list will likely be the most effective component.

City Police Request for Community Resource Officers (CROs)

Consensus was it would be premature to sign a letter of support. Item was moved to non-action items. The question is whether the best bang-for-the-buck is three CROs or one sworn officer. The issue particular to the letter was funding for Officer Roy. France asked the board if additional funding would be appropriate, stating his own support. Johnson gave her perspective. Roy's 15 year tenure means his pay is higher than that of a potential replacement(s). France stated the BID should make clear its funding is for a program rather than an individual. The letter itself is the first time the issue of officer pay vs. program funding has come about. Rookie pay is much lower than that of a veteran. Consensus was Roy's pay should be known prior to funding allocation. The BID should, in other words, know what it is paying for, including salary, benefits, and insurance, training, and workman's compensation. Johnson suggested a good way to arrive at a good number would be the cost of a 10-year officer: lower than Roy's 15 years but greater than a rookie and an appropriate amount/level of experience for Downtown duties. Johnson and some board members will meet to create a document to formally model the funding program.

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

The clean team washed their truck after a request from France. Johnson reported less snow removal took place this winter but was replaced by more trash removal. More graffiti and bill postings than usual, too.

The Master Plan committee is finalizing priorities for the year. They will meet March 19. The arts & culture corridor piece is out-of-date. They'd like to revise the document to show Downtown itself as the arts & culture corridor.

Discussion of the DMP office's building sale ensued. Given the buyout of Community Bank by First Security Bank, there are many questions regarding the DMP's lease and whether it should attempt to buy the building. A committee will form to assess the situation, establish goals, etc.

Announcements & New Business

The Wilma building was sold to Nick Checota, the owner of the Top Hat. The sale of the Missoula Mercantile Building fell through.

The meeting adjourned at 4:24pm.