

**Downtown Business Improvement District of Missoula**  
**Board of Trustees Meeting Minutes**  
**Tuesday, March 18, 2014**

**Present:** Tim France, Charlie Beaton, Ellen Buchanan, Carma Gilligan, Rich Huffman

**Absent:** Dan Cederberg, Alan Newell

**Staff:** Linda McCarthy, Laurie Johnson, Noreen Humes

**Review & Approval of New Contract for Dedicated Downtown Police Patrol**

The board reviewed the contract provided by Mike Brady on the dedicated downtown police patrol. Questions centered around the terms of the agreement and the cost. \$46,295 will be the BID's obligation, while the city police will pick up the other half. With this program, there are fewer calls for service to downtown. A BID representative will need to attend the April 3 board meeting of the Missoula Parking Commission; Buchanan agreed to do that. This is the final year of the grant that covered the majority of the contract, but the city is expected to continue to fund its portion. The contract is subject to labor negotiations, and the contract is based upon the rookie payroll. Discussion ensued on the 200+ hours in which Roy's time was allocated towards other things, and Johnson agreed to continue to monitor the amount of time downtown does not have an officer on staff. City police also offer the school resource officers for approximately 10 weeks during the summertime, and this year that will be six additional officers from mid-June to late August. The coverage for downtown is good and getting better. Year-round service is important. Both the chief of police and the captain are aware of the issues and supportive of the downtown, and the SRO will operate on a staggered schedule to provide service from early in the morning until late in the evening. Their work with parks, trails and transient camps is valuable. **Giligan motioned to approve the contract; Beaton seconded the motion.** Discussion ensued about whether or not the MPC will contribute to the expenses and what the alternative plan might be. **The motion passed unanimously.**

**Request for \$250 for City Council Luncheon**

Buchanan moved to approve the expenditure of \$250 from the contingency fund; Huffman seconded the motion. The motion passed unanimously.

**Request for Funding for Humes to attend the IDA Pacific Northwest Regional Conference**

McCarthy gave an overview of the conference and the value we would receive from sending Humes to the conference. Many of the topics are directly related to the work Humes has been charged with, and the topics included in the agenda would greatly benefit our work. Both France and Buchanan spoke of their desire to attend as well. Discussion ensued about whether the funds should come from contingency or business development. **Beaton moved to send Humes to the IDA Regional Conference in Victoria, B.C. with BID funds not to exceed \$2,000 with the allocation coming out of the Business Development budget. Buchanan seconded the motion. All voted to support the request.**

**Request \$5,000 for Downtown Conference Center Feasibility Study**

Buchanan gave a brief overview of Mayor Engen's request for the Downtown BID to help fund a proposed feasibility study for a downtown conference center on the riverfront triangle. Engen asked the developers to expand the scope of

the project to include a major conference center that could potentially be a separate building with 30,000 square feet of meeting space. Hotel Fox Partners agreed to do the market study (size of groups, types of groups, design of facility, feasibility of its success). This study could position all the downtown-area hotels to really benefit from this project. This study lines up with the Downtown Master Plan and the development goals. The study will evaluate the market and help us understand if we can grow meeting business or if it will cannibalize the meeting business we already have. Parking, transportation and travel planning will need to be assessed in this project, which could be a catalyst for a real true anchor on the west end of downtown. Its proximity to Providence St. Pat's will be valuable. The BID has \$10,000 allocated towards Master Plan projects. **Huffman moved to approve contribute \$5,000 from the Master Plan budget towards the conference center market and economic analysis. France seconded the motion. The motion was unanimously approved.**

### **Approval of February 18 Minutes**

Gilligan made note of an incomplete sentence under the Streetscapes Committee Report. McCarthy agreed to amend the sentence prior to posting. **Buchanan-Gilligan moved approval of the minutes; Buchanan seconded the motion. Minutes were unanimously approved.**

### **Financial Report**

With Newell and Cederberg absent, Buchanan gave a brief overview of the current BID Financials and noted that all income and expenses are on track.

### **Quick Review of Ratepayer Breakfast**

McCarthy circulated the memo from Mr. Tyrell, and a brief discussion occurred. Gilligan provided the survey results. Buchanan suggested we survey the ratepayers on the value of this event. Attendance was at 50 people; 17 people completed the survey. It's been a challenge for this board to know how we're doing. We had different owners present this year than in previous years. France indicated the BID used to send a letter right around the distribution of the tax bills. Discussion ensued about surveying all the ratepayers at some point about all the BID programs, and it was suggested that both online and paper forms would be supplied. People will show up if they need to complain. It's important to keep outgoing communications going to ratepayers. Maybe a newsletter once or twice a year to ratepayers would be appropriate. France feels good about the work the BID does, but he recognizes that he is greatly involved and informed. It's important to always be diligent about serving the ratepayers in the right ways. Clean Team, Ambassadors and Downtown Policing are important and should always be maintained. Gilligan suggested the survey results distributed at this meeting be posted with the minutes of this meeting.

### **First Review of Proposed FY2015 Budget**

McCarthy and Giblin gave a brief overview of the narrative for the City of Missoula, and Giblin noted minor changes to ~~that~~ **the narrative to be submitted to the city.** Cederberg and Newell have each provided edits to the city narrative. The city generally will not question the budget. Discussion was had about the addition of a second vehicle and what ~~that~~ **might look type of vehicle might be best.** Humes suggested looking at what Washington Corporation might be able to offer, and Buchanan suggested consideration for GSA (General Services Administration) vehicle sales. France suggested staff give a line-by-line overview of the budget detail at the next board meeting.

## Cleanliness Report

Johnson reported on the Clean Team statistics and indicated how the BID is now about 30 hours under the annual contract amount due to poor weather days. Brandon would like an overview map of the street drains, and Buchanan suggested we inquire with Dan Jordan about whether or not the city has that mapped. McCarthy agreed to reach out to Jordan. Johnson reported that the general cleanliness is now the focus of the Clean Team. The Downtown Dialog should be used to communicate what type of services and when they're available, and if a BID Ratepayer newsletter is done, then this topic should be included as well. Additionally, it was suggested we communicate where the snow should be piled.

## Safety Report

Johnson gave an overview of the police and ambassador statistics. She noted citations were greater in February than January and this was the first year of the wintertime statistics. Johnson reported that Officer Roy got bitten by a Missoula resident recently and that Officer Roy helped to clean up a transient camp on the riverfront near the Holiday Inn Downtown. Roy spoke to Councilman Wilkins about trimming up the riverfront bushes, and Buchanan suggested working with parks and recreation on this request. On March 4 a transient was found dead on the railroad tracks, and the recent winter storm wreaked some havoc on folks around town.

Johnson showcased the new Ambassador Bicycle, and Giblin reported that Missoula Bicycle Works gave us a 15% discount. Giblin reported that he added the bicycle on the BID's general liability policy.

With more graffiti showing up, Johnson made note that she is starting to spend more time on graffiti reporting, especially the black markings on all the street poles. The Anti-Graffiti Task Force goes out every Thursday.

Johnson also made note of the newly-updated and finalized Solicitation and Pedestrian Interference Ordinances. Although we didn't get what we wanted, we did get some improvements. The Mayor's Downtown Advisory Commission has now refocused its efforts on other programs, including the Real Change Campaign, the Art Park near the Missoula Art Museum, and the Loo. Discussion ensued about the value of having a Loo on a street corner vs. making the Caras Park restrooms open and available to the public year-round. Notable ambassador statistics: Billposting activity is starting to rise. Business contacts are relatively [staticfixed](#).

## Master Plan Report

McCarthy gave an overview of the activities of the Master Plan Committee, including the Missoula College Environmental Assessment, the Bridges Study, the Parking Moderation Project, the Housing Focus Group meetings slated for March 25-26, the accomplishments report to the City Council and the addition of Councilman VonLossberg to the committee. Buchanan spoke briefly about the Madison and Higgins Bridges, and discussion was had about the other development projects in the Midtown and North Reserve Street areas. Gilligan inquired about why Treasure State Donuts, and Humes reported that the business is closed on Mondays and Tuesdays. The Firestone Building development project is putting together its financing. Discussion took place on other business developments across town.

## **Marketing**

France and Beaton reported on the last Marketing Committee meeting and the work being done on the 2014 Marketing Plan and the Style Guide needed for the Downtown marketing efforts. The addition of Mario Schultke will be a great asset to the committee.

## **Personnel**

McCarthy gave an overview of the staff, noting the hiring of Noreen Humes and Tom Aldrich and the hiring of seasonal staff.

## **Streetscapes**

The Streetscapes Committee met last month and will be meeting again next week. McCarthy reported on the City Council's recent action to extend for one year the opportunity for off-Higgins businesses to put sidewalk signs on Higgins. McCarthy also brought up the problem with the street corner pavers and what should be done to manage the repairs on the street pavers. Beaton shared his desire to allocate funds for wayfinding and not on street pavers. Buchanan also reported that MDT will be looking at all the signaled intersections, noting that signal upgrades may require MDT to look at street corner concrete. The new city sidewalk program – less than a year old – may also be a way to fund street corner upgrades. Buchanan asked that the old square garbage can in front of the Union Club be replaced with a new can. Discussion ensued about garbage management and how it would be desirable to have a policy on when and where to add cans and garbage removal.

## **Trustee Comments**

Huffman reported that he is separating from Thomas Cuisine Management and that his position as a large property representative will be open and available to fill. Buchanan will report the opening to Mayor Engen. Huffman noted his appreciation for serving the downtown community and his passion for the work of the Downtown BID. Beaton congratulated Huffman on the program improvements he's made at both hospitals, especially at St. Pat's.

France reported that he is redesigning and reconstructing the deli at Worden's Market this month.

*The meeting adjourned at 5:23 pm.*