

**Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, May 16, 2017 from 3-5 pm at the DMP Office**

PRESENT: Tim France, Dan Cederberg, Charlie Beaton, Kirk Bodlovik

ABSENT: Carma Gilligan, Scott Stearns, Ellen Buchanan

STAFF: Linda McCarthy, Robert Giblin. Sarah Ferguson until 3:30 pm

With no public comment or guests, President Tim France called the meeting to order at 3:05 pm.

ACTION ITEMS

Review & Approval of FY2018 Budget in Detail: Board members present were comfortable with the budget as presented. Cederberg moved to approve the budget as presented, Bodlovik seconded the motion, which passed unanimously.

Review & Approval of Business Development Strategy: McCarthy shared what little feedback she received from BID And DMP board members regarding Business Development Strategy, noting Gilligan’s input on language and Noreen Humes input on a more generalized approach to business recruitment and conferences. With Gilligan’s concerns in mind, a brief discussion took place about how business recruitment is the strategy by which downtown property owners find and attract tenants. Beaton suggested perhaps language can be changed to make that more clear. France suggested the strategy seemed like a lot for one person to be responsible for and that perhaps there was a need to simplify or distill it down a bit. It was decided to make note of the goal to attract businesses from other Montana communities that could expand into the Missoula market. The timeline for filling this position is up to the BID Board. There are certain factors that could impact the timeline namely, Leidy Wagener departing from her position and the priority to fill the Membership Director position as soon as possible. The board decided to hold off for another 30 days to discuss moving forward with the hiring process. In the meantime, McCarthy is going to dial down on the job goals and turn those goals into a job description.

A discussion on the various duties of each organization under the Downtown Missoula Partnership ensued. The board made a soft timeline for posting the position around August and for the BID Board to endorse that action next month.

Update of Signatures on the BID Accounts at First Security Bank: Giblin reported when First Security Bank bought Community Bank, the signatures on the BID account defaulted to the original signatures from 2007, so he circulated updated signature cards for the signers on the account to sign. The signers will be McCarthy, Gilligan, France, and Cederberg.

Approval of Minutes: Beaton motioned to approve the minutes as presented, Cederberg seconded the motion, the minutes were unanimously approved.

NON-ACTION ITEMS

Finance Report: Giblin gave an overview of the April 30 financial reports noting \$1,920 in tax assessment for April and the second quarter payment to the DMP has been made. BID revenues are \$102,733 as of April 30, and there is \$22,600 in the BID bank account. As planned, Giblin estimates a \$60,000 carryover as a conservative estimate, noting improved cash flow after taxes are paid in May.

Review of Downtown BID Ratepayer Luncheon & Survey Results: McCarthy distributed the survey summary and the individual surveys that were submitted. Board members seemed pleased with the attendance, the venue and the food. It was great to have Jim McLeod as the presenter, and his compliments of the BID's work and the Downtown Master Plan were appreciated. He also made a statement about how much easier it has been to work with the local municipalities on all their projects. Survey results indicate the BID is doing well in most categories, but that housing availability and affordability remain areas of concern for most. Folks are sharing their affection for the Parking APP. Great for kids who drive and delivery drivers. Survey results were discussed, and the one comment about the need to have Ambassadors visit businesses was discussed at length. Ambassador stats show significant intercepts with businesses. Bodlovic suggested circling back with that individual. We have worked diligently to have regular contact with ratepayers, so those connections and communications are important to make and maintain. McCarthy noted we will be over budget in Ratepayer Communications, and Giblin confirmed that we will be about \$1,200 over budget on that item, due to mailing the calendars and newsletters. Discussion ensued on how to communicate with ratepayers and how many mailings should be done per year. It was suggested we distribute a survey to all with the fall newsletter and present those results at the spring meeting. It would be interesting to see the rate of return. Ratepayers are generally surprised to know about all the different things this organization has done to make Downtown Missoula the best it can be. The BID work is paying off with an incredible amount of improvements and investments.

BID Board Development: Both Bodlovic and Cederberg have been reappointed to the BID Board by Mayor Engen, and both have accepted the opportunity to serve another four-year term. The BID is grateful for their continued service and leadership.

Business Representatives for MDAC: Tom Snyder of Five on Black and Dave Chrismon, Downtown Ambassador, have both agreed to serve on the Mayor's Downtown Advisory Commission (MDAC), and the co-chairs are pleased to have additional representation from the business community. Beaton noted he recently visited Laguna Beach, Calif., and there were no panhandlers and transients hanging out. France feels the same about Chicago. Discussion ensued about MDAC initiatives, including wet housing, education, community policing, and the current state of affairs around solicitation in Downtown. Bodlovic noted the activity in the Emergency Room is still robust with mental health breakdowns. Policing is doing a better job of moving folks along, outside of the one core group that hangs together. Constant pressure over time is the key to success, noted France. MDAC is also working on an objective livability analysis to help us determine if it's getting better or not. There are no known examples from other communities.

DMP, MDA, MDF Reports: McCarthy gave an overview of what the other organizations are doing. She noted the DMP Board's recent discussion about planning and priorities and work on the Employee Manual. She noted that Libby Brunell and Craig Burns have joined the MDF Board, and Cederberg suggested the new energy and new ideas coming out of the MDF board are positive changes. It was also reported that the License Plate revenue for the month of April was more than \$6,000 and the MDF has generated \$10,000 in revenues from that project in just the first three months. MDA Garden City BrewFest was down about \$30,000 from budget, and MDA will likely not meet its goals in sponsorship sales for the summer events. Event attendance and non-profit fundraising is reportedly down across the Missoula community. Cederberg wondered if there was any noted impact based upon several local businesses that have been recently bought out by larger conglomerates. He noted examples of Bitterroot Motors, John Deer Tractor and Murdoch's. McCarthy also reported on the Give Local campaign results and the piano project.

Mission Reports: McCarthy noted the police, ambassador and clean team statistics were included in the packet and Kristen Sackett will provide an overview on marketing at next month's meeting.

New Business: Missoula Senior Center & ZACC. McCarthy gave an overview of the Senior Center situation, noting the organization's inability to make good decisions, based upon a lack of knowledge and a strategic plan. She asked the BID Board to consider providing some financial support to help the seniors with a strategic plan. Discussion ensued on the Missoula Senior Center's engagement with the community as a whole and on topics such as senior-student partnerships; modes of transportation for seniors; commerce and arts activities; and the value of their property on the Hip Strip. McCarthy suggested the BID help fund a facilitator to walk the Missoula Senior Center through a strategic planning process, so they could effectively move forward with a finite decision on whether or not to sell their building. Although adjacent property owners are vested in the outcomes, board members were not comfortable supporting this one organization with a financial contribution for this process. However, they expressed the importance of the senior center developing a strategic plan, the opportunities that could present for both programming and facilities, and Beaton suggested McCarthy could fill that role of facilitator. Several board members suggested they would make an individual contribution, if necessary.

With no announcements or additional comments, the meeting adjourned at 5:07 pm.