

**Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, June 20, 2017 from 3-5 pm at the DMP Office**

PRESENT: Tim France, Dan Cederberg (3:24pm), Charlie Beaton, Kirk Bodlovik, Scott Stearns, Carma Gilligan

ABSENT: Ellen Buchanan

STAFF: Linda McCarthy, Robert Giblin. Sarah Ferguson

Guests present: Rod Austin of the Missoula Public Parking Commission

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

ACTION ITEMS

Approval of Minutes: Charlie Beaton motioned to approve June minutes. Kirk Bodlovik seconded. With all in favor, motion passed.

Review & Approval of Business Development Strategy, Position Description, and Hiring Timeline: McCarthy mentioned the position description in in the board packet. She views the position as final and if the board wants to move forward, they can post it on July 1. Gilligan wondered if there was too much being asked of this position, but it was pointed out that this job has portions of it that are long term. The board discussed where the BID is usually posting job positions and McCarthy replied Indeed, craigslist, Missoulia, the BID website, University of Montana, and Monster. Stearns moved to post the position description as written as soon as possible. Bodlovik seconded. All in favor, motion passed.

Election of Officers for FY 2018: Stearns moved to approved France as Chair, Beaton as co-chair for another year. Gilligan seconded. All in favor, motion passed.

NON-ACTION ITEMS

Presentation on Downtown Marketing: Kristen Sackett: Sackett did an overview of the marketing efforts out of the Downtown Missoula Partnership. In 2016, the big marketing project was the Downtown video. It took close to two years to complete. Sackett showed the completed video to the board. Stearns and Gilligan had not seen it up to this point. Sackett talked a little bit about how the video has been pushed out so far which is mostly through LumenAd. There was also a Facebook “like” campaign. There are hours upon hours of video now available to tweak and turn into ads for future use and targeted advertising campaigns. Sackett spoke a bit about what post “likes” and “reach” means. Top three campaigns in 2016 was the: video campaign, Winter BrewFest, Out to Lunch & Downtown ToNight. LumenAd is a local business which strategically places/targets marketing for our various programs each month. A lot of marketing has gone towards parking lately for the summer months. The BID puts \$30,000, MDA does \$10,000, Parking Commission does \$30,000 towards the joint marketing budget. The MDA also has a marketing budget for specific MDA events and the MDA gift cards. Scakett showed the board the adverting/marketing materials we have out in the market lately. Sackett is hoping to expand Small Business Saturday every year to bring more business Downtown around the holidays. Goals this

year include: continued education about parking, promoting happenings Downtown, utilizing the power of social media, getting a new Downtown website. The website is important because the Downtown has a lot going on and it's important to be a place that visitors can easily explore. This is a place to showcase what the Partnership does.

The staff feels the way the website is currently does not promote a user-friendly environment. The feeling of the website is a little stale, the navigation is not intuitive. Information is difficult to find for business owners and visitors to the Downtown area. The Partnership is not properly represented on the current website. Sackett pulled up the current website. Sackett also showed the board examples of other Downtown's sites to see what other websites she feels would better serve the Partnership and the BID if ours was similar. The new website will likely begin in the fall, but this is a big undertaking. Gecko designs will be designing and implementing the website. The total cost of the website will be \$15,000 after some trade with design work from Gecko. Sackett broke down how she spreads out the joint marketing budget to make sure each entity is being represented. For this to be completed, the timeline will be about 3-4 months. If work gets started in the fall, January 1 would be the hopeful release date. Giblin gave Sackett kudos for her effort in branding the Downtown area in its entirety and lent his support to change the website to continue those efforts.

Finance Report: Giblin reported as of May 31 the BID has about \$100,000 in cash. June tax assessment will be about \$105,000. The BID is a little higher than it was last year, but there is \$24,000 still being held for the business development position. Other than that, it was business as usual for the month of May. There has not been any word on the City of Missoula's budgeting process. McCarthy said the Flushing District request is being considered after the city reached out to them about the need for them to file paperwork on the request. Stearns would just like to see the BID be more a part of their process particularly around recycling and garbage for the future of the city, a lot of the responsibility of those things will come down on the BID and the BID should be a part of that conversation.

Updates from MDAC: The committee is still struggling to find a Native American to join. Education & Advocacy has a unified flowchart to get someone who is homeless into the system. Working on a measuring tool for a livability index.

DMP: Board reviewed and approved minor updates to employee manual. April Sommers was hired as the new Membership & Events Director.

MDA: Event season is in full-swing. Membership BBQ is July 18 5:30-8:30pm.

MDF : Working more on communications. Rolling out the pianos. Spending a lot of time on grant research.

Mission Reports:

Clean: Clean Team has been cut back to 4 days a week. Rod Austin has contemplated taking over

Safe: Summer officers (SSROs) were out starting last week. There is not an updated schedule for Shelagh at this time. Stearns says he feels a lot of the transients are sticking to more established camps that are outside of Downtown. There is also the fact that three of the main resources for the homeless and hungry in Missoula have moved out of the Downtown core. McCarthy would like to acknowledge that with Brady to thank him for having the police officers helping keep the area safe.

Business Development: Nothing new to report beyond the job description.

Marketing: Nothing more to report.

Master Plan: still working on marketing collateral for fundraising.

Old Business: Missoula Senior Center, ZACC: Colleen Rudio is doing strategic planning free of charge for the Senior Center. The ZACC will likely be moving to the Abbey Carpet building out of Downtown. A discussion regarding the Senior Center and what future plans would be ensued. A discussion on The Roxy project ensued. The Ticket Office window is now complete.

Announcements: No BID Board Meeting in July. Sunday Streets is not in July this year.

Executive Session (if necessary)

Trustee Comments & Meeting Adjournment

With no announcements or additional comments, the meeting adjourned at 4:28 pm.