

**Downtown Business Improvement District of Missoula**  
**Board of Directors Meeting**  
**Tuesday, September 19, 2017 from 3-5 pm at the DMP Office**

**PRESENT:** Tim France, Dan Cederberg (3:24pm), Charlie Beaton, Kirk Bodlovic, Scott Stearns, Carma Gilligan, Ellen Buchanan

**STAFF:** Linda McCarthy, Robert Giblin, Sarah Ferguson, Pam Udall

**GUESTS:** Rod Austin, Missoula Parking Commission

President Tim France called the meeting to order at 3:05 pm. Pam Udall introduced herself as the new Business Development Director for the DMP, and board members introduced themselves to Pam.

**ACTION ITEMS**

**Approval of Minutes:** Stearns motioned to approve the minutes with Gilligan’s correction, Beaton seconded the motion, and the minutes were unanimously approved.

**NON-ACTION ITEMS**

**Finance Report:** From a financial perspective, the city’s books are not closed, which means the BID’s books are not closed. This should take place by the end of November at the latest. The cash position is \$130,449. For the most part, the BID has been “business as usual”. There is a \$5,000 payment each month that will now be added as a payment for garbage removal by the city. This first payment took place in August. The Dedicated Downtown Police Office (DDPO) is paid for. The BID’s budget was approved by the city. There were no questions on the finances through August.

**Design Guidelines: Next Steps:** McCarthy reported that Public Workshop #2 is on Thursday, Sept. 21, and the Downtown Stakeholder Meeting is on Friday, Sept. 22 at 9 am at the Jack Reidy Conference Room. It is important for Downtown stakeholders to participate in the process, and McCarthy encouraged all BID Board Members to attend the Downtown Stakeholder meeting. Winter & Co. will also present the proposed guidelines to the Missoula City Council on Wednesday afternoon. Stakeholder engagement is very important, as the decisions made during this process will impact property owners, architects, and developers.

Urban Advisors have done an initial draft report of the economic analysis of design guidelines. Stearns asked if this was in response to the Verizon building. Buchanan said it had been talked about for a long time, but the Verizon building was certainly a catalyst. The documents are posted at [www.missouladesignexcellence.org](http://www.missouladesignexcellence.org). There is a lot of useful information in there, and McCarthy again encouraged the board members to participate in the public meeting Thursday evening and the stakeholder meeting on Friday.

McCarthy finished by reminding the group that Design Guidelines are an important part of the Downtown Master Plan, a component that will not need to be addressed in the Master Plan Update.

**Downtown Master Plan Fundraising: Strategy & Roles:** McCarthy reported the Master Plan team has put together a brochure to illustrate what has been accomplished and what is on the horizon. This piece and a cover letter will be sent out to about 100 targeted entities, seeking their financial support for the update. Mayor Engen recently pledged his support for the update, and he thinks the City could allocate up to \$200,000 for the update. That means the financial request from private individuals and organizations will be smaller than originally planned. This campaign will kick-off around the same time as the MDF's Friends of Downtown Campaign, but the target list for that campaign is individuals. Both campaigns will direct the funds to the Foundation. As with the original Master Plan, the BID will be the contractor for professional planning services. Beaton wondered if Crandall Arambula would be the choice for updating the plan. Because of the allocation of public funds, there will be an RFP process. While there are some advantages to using the same entity that drafted the original plan, there could also be some value in bringing new perspectives to the update process. Buchanan reminded the group that the original Master Plan was not financed by city general funds. A discussion ensued on why the BID should be the agency that contracts for the Master Plan update, and the board agreed that it was appropriate for the BID to be the contractor because it represents Downtown property owners. Beaton asked how long the update might take. Hopefully it will take less time than the original planning process, but a clear timeline has not been finalized. A discussion on update priorities ensued. Stearns commented that the conversion of Front and Main streets will be huge for Downtown. Bodlovic wondered what the vision for technology updates are. McCarthy replied there needs to be a focus on fostering start-ups and tech businesses to come into Downtown Missoula. Broadband and the organizational structure needed to pull something like that off will likely be one of the top tech priorities. In the coming weeks, the board can expect to see collateral and movement on fundraising from the Master Plan team. At this time there is no strategy on media while they are in the fundraising space, but will call on the media to educate the public once funds are in place.

### **Updates from**

**MDAC:** Cederberg reported MDAC is working on building a measurement index for quality of life issues around safety. Dave Chrismon the Downtown Ambassador is on MDAC and will be helping with the project. When they did the retail alcohol sales outreach, they will not be moving forward with taking high content alcohol off of the shelves because it could hurt the retailers' business. They are still working to get a "No Sell" list of people who are continually getting into trouble from being sold or served alcohol. They are also looking into better enforcement of the over-selling laws.

There is a sense that this summer has been the best it's been in a long time, as far as transients or problems with homeless individuals. A lot of this has been attributed additional and more active policing. A discussion ensued on the "Coffee with a Cop" happening this Thursday and how to get the word out about these meetings. France commented that he believes Worden's Market had the best summer ever in terms of problems with people on the street. He felt that the policing was "early and often" and that made a huge difference. In 2017 there were 7,000 contacts with CSS officer and around 2,000 in 2016.

A discussion ensued on how Officer More is doing and what her perspectives might be. Stearns suggested she be invited to the next BID Board Meeting as a follow-up and to check-in with her. Bodlovic said the stories at the hospital are still very much the same.

**MDA:** MDA is hosting the Mayor, Council and Judge Candidates for the October Membership Luncheon on Tuesday, Oct. 10 at Providence St. Pat's. McCarthy encouraged all board members to attend the luncheon.

DMP Strategic Planning will be Wednesday, Oct. 25 from 1-6 pm at MCT. The events season has wrapped up, and this year was difficult with decreasing attendance and not making budget. MDA is now gearing up for the holiday season, planning for Ladies' Night, Small Business Saturday, the Parade of Lights, the Festival of Trees and the Downtown Holiday Party.

**MDF Reports:** MDF's Great Places, People & Pianos Reception will be Friday, Oct. 6 from 4:30-6 pm at Missoula Art Park. A special announcement of a significant planning award for Downtown Missoula will take place. The license plate has generated more than \$35,000 in revenues in just six months. Finally, there is a local family that has pledged a large and anonymous gift to Caras Park, which sets the stage for creating the Caras Park Endowment.

**Mission Reports:**

**Clean:** The MPC has contracted for Clean Team services once a week through October to clean up parking lots and garages. The Clean Team missed some days in August and September because of the smoke. Maintenance Manager Daniel Tulk has a broken rib, so he will be out of work for a little bit. Ernie will be filling in where he can, but will not be able to work seven days a week, so there might be some garbage build-up over the next few weeks.

**Safe:** The stats are looking a little different because we had more police officers in June, July and August this year. The SROs are back in school the other officers will be coming back out for the shoulder seasons.

**Business Development:** Construction projects are on-going. With Udall on board, economic reports will be updated soon. Stearns asked if there was a construction report included in the board packet. There is not a construction report this month, but they are being posted on [www.missouladowntown.com](http://www.missouladowntown.com) every 2-4 weeks. A discussion on how the smoke affected Downtown business and Roots Fest ensued.

**Communications:** The BID Newsletter will be sent out around the first of October. McCarthy shared the list of topics planned for the annual newsletter and asked the board for additional topics. France suggested a brief overview of BID programs and stats from the police and the ambassadors would be a good addition.

**Old Business:** There was a meeting recently to re-engage on the concepts of Car Share and Bike Share. Gilligan asked about licensing for bikers using a Bike Share program. A discussion ensued on the value of bike licensing and enforcement. Most board members do not feel it is necessary, and many believe having access to biking for all is the sign of a healthy and vibrant community.

France asked if anyone had heard about the changes at the Old Post Pub. A discussion on leadership and changes at the Old Post ensued.

**Announcements:** McCarthy passed around a flyer to encourage the board to engage in the public forums for hiring a new President for UM. McCarthy reported that Kristen Sackett presented at the IDA Conference in Winnipeg and noted that April Sommers and Pam Udall will be attending the Montana Downtown Conference in Great Falls next month.

Gilligan shared with the board that Missoula was listed on “The Worst Cities to Live in Each State”, and a discussion ensued on what that means and how a large student population skews the numbers of household incomes, poverty, and home ownership categories. It was suggested that the student population also skews the numbers around the population the hospitals serve and the number of people on Medicaid and Medicare.

With no additional announcements or comments, the meeting adjourned at 4:39 pm.