

**Downtown Business Improvement District of Missoula
Board of Directors Meeting
Tuesday, October 20, 2015 from 3-5 pm at the DMP Office**

Present: Tim France, Carma Gilligan, Dan Cederberg, Ellen Buchanan, Alan Newell

Absent: Charlie Beaton, Craig Aasved

Staff: Linda McCarthy, Robert Giblin, Noreen Humes, Leidy Wagener

MEETING COMMENCEMENT & INTRODUCTION OF GUESTS & PUBLIC COMMENT

No guests present or public comment.

ACTION ITEMS

APPROVAL OF SEPTEMBER MINUTES

Newell moved to approve minutes pending an amendment from Buchanan. Cederberg seconded the motion and all voted in favor.

REVISIT REQUEST FOR FUNDING FOR THE MISSOULA ART PARK

McCarthy presented a letter from Laura Millin about the reception and the feedback received about the Art Park after that event. The letter states that the reception was a success and none of the people who had signed the petition against the park are still adversarial to the project, including Bill Wickman. The letter requested funding from the BID. Newell said that he agrees with what the letter says and that there are only small individual concerns that can't be addressed until the park opens. No one has made direct contact with Wickman to get his feedback first hand. Discussion regarding where any funding should come from in the budget ensued.

Newell moved to contribute \$5000 to the Missoula Art Park and take it out of Master Plan budget. Buchanan seconded the motion and all voted in favor.

REQUEST FOR SUPPORT FOR ORI DIAMOND ANNIVERSARY GALA

McCarthy presented information on the gala, which will take place on November 7 at the Double Tree Hotel. The coordinator of the event is hoping a representative from the BID will attend and that the BID will be a sponsor of the event. Discussion regarding BID attendance at the Gala ensued. Newell suggested taking out an ad in their anniversary publication to endorse their organization in lieu of attending the gala. Cederberg suggested getting a table at the event for the Clean Team. All agreed that that was a great idea, Gilligan will attend with them as well. Discussion regarding allocation of the funding for the table ensued.

Cederberg moved to buy a \$1500 sponsorship table, send Gilligan as the BID representative as well as the Clean Team and their supervisor, and fund it from the Clean Team budget. Newell seconded the motion and all voted in favor.

NON-ACTION ITEMS

Feedback on Ratepayer Communications (BID Newsletter)

McCarthy asked for feedback on the communications. Gilligan asked about the snow removal piece and McCarthy clarified that the contracted snow removal is for sidewalks and parking lots. Gilligan said that BID Maintenance needs to be aware of voids under sidewalks when using the Kubota to plow. McCarthy said prior to taking a contract, Daniel Tulk, Maintenance Manager, surveys the area to see whether it can be added to the schedule and whether it is possible to plow with the Kubota or truck. If it is not possible to plow with the Kubota or truck, he will not accept the contract. McCarthy reported that 39 newsletters came back in the mail and not a lot of feedback has been received.

Finance Report

Giblin reported that cash position is the same as last year. In terms of profit/loss, he received the ratepayer database for current fiscal year, and that needs to be taken into consideration for any funding requests coming up because the assessments dropped a significant amount from last year. Discussion regarding the different changes in property values ensued. Newell said that one thing to think about is to look at what funding has been brought in from taxes; he is interested in knowing what was actually collected in taxes by the city so that can be used to consider future budgets. Giblin also presented the check register with nothing out of the ordinary there.

DMP, MDA, MDF Reports

DMP – McCarthy reported that the DMP contract finalization is underway. Board is also wrapping up staff evaluations.

MDA – McCarthy reported that as they are coming up on end of calendar year, they are working on board development, 2016 budget, and holiday events/campaigns. The condominium agreement will be finalized in the next 30-45 days; the renegotiation of the Caras Park Management agreement is underway as well. The Guide to Downtown and membership recruitment materials are being redesigned. 2016 calendar and business development guide will go out with membership dues and the BID mailing, which will include those pieces as well, will happen in January.

MDF – The Friends of Downtown campaign is underway and the Oct. 2 launch event was a success. Humes reported that the foundation received a grant from Wells Fargo for capacity development and outreach. They also received a donation for holiday décor from a community member who saw one of the Roemer's ads in the Missoulian. ATG announced a large gift for the holiday lighting repairs at the donor party, still in the process of working on the details for that. Gilligan asked how much has been received from Roemer's, the goal is \$3000 and the campaign is still underway until the end of the month.

Follow-up on DMP Strategic Planning

McCarthy asked for feedback on strategic planning. Gilligan thought this was the best strategic planning session ever because it was more focused and structured in a more productive way. Cederberg suggested an idea for future planning sessions that individual groups have their own planning sessions earlier in the fall and then have a social time later on to connect the different boards, which would provide more of a networking feel for the whole group. Newell thought that something that came out of the session was to have some sort of board education piece for new board members when they join.

McCarthy presented the follow-up assessment from Strategic Planning, mainly noting the project prioritization piece. Discussion regarding various project proposals ensued. The big picture goal for BID is to find funding for second police officer. Cederberg said that he is researching a grant that could possibly be used for that funding.

He also said there has been discussion about using reserve deputies rather than a second dedicated Downtown police officer. He does not believe that the police department will help to fund the second officer.

McCarthy asked whether there was more that the staff or board should be doing to assist with hiring another DT police officer. Newell said that there are other organizations that should be considered as possible funding sources. Buchanan suggested doing a study on the downtown area to see what the effect of raising that funding from business/property owners would be. The current assessment is a flat fee and a percentage. There was a discussion last spring with the city about adding funding for another officer into their budget, they were more inclined to add more CROs at that time. Discussion regarding downtown development and the implications of that on funding ensued. Newell suggested creating a program that takes a longer view at downtown officer funding. McCarthy also asked whether an officer could be hired for only 6 months, but it would be difficult for the Police Department to add a part time officer. Newell asked whether Cederberg needs more support with MDAC from the BID. McCarthy stressed that action needs to be taken on this project soon. Discussion regarding having the police chief or mayor at a future board meeting ensued – a plan needs to be formulated before that happens. France believes that that may be beneficial so everyone has the contract and needs of Downtown in the front of their minds. He expressed his frustration that the downtown ordinances aren't being properly enforced and wants to look for solutions. Discussion regarding possible solutions ensued. McCarthy will coordinate a meeting with county commissioners, Sheriff and 911 Director.

McCarthy presented the officer stats. France said that it is difficult to know if there have been improvements without seeing previous year's stats to compare. Giblin will pull together a report of the last few years to distribute. McCarthy noted that there are no stats on sexual assault and she believes there have been several sexual assaults in the downtown area. That may be because these stats are only for Andy Roy and perhaps he has not responded to any sexual assaults. Caras Park also is not specifically present on the stats; she would like to have someone from the Police Department clarify where the Caras Park stats are listed. Cederberg also reported on over-incarceration; the jail is overcrowded so the police may not want to continue to arrest people who frequently break downtown ordinances. Buchanan questioned whether it was worth it to fund another police officer if the Police Department is hesitant to do anything about downtown transients. Discussion regarding solutions to overcrowding jail capacity and alternatives to arresting people ensued. All agreed that educating the county about the efforts of the BID is a good first step to solving some of these issues. France will reach out to the chief to invite him to a future board meeting.

PROJECT UPDATES

Missoula Bridges – Buchanan reported that some MDT representatives were in town, including their ADA specialist and he looked at the Higgins Bridge to assess the stairs to the park. He believed that coming down Front and Pattee streets will meet the law so a ramp down from the bridge where the current stairs are may not be needed. Buchanan believes that that will be a minor expenditure, which is a positive development for that project. Madison will be reconstructed first.

Parking Meters, Bike Parking, Wayfinding, etc. – McCarthy reported that the parking commission is going live with new meters in early December. Bike/Ped is looking to use the posts from the old meters for bike parking. Thought needs to be put into prioritizing branding downtown with all black poles, garbage cans, etc. Wayfinding has completed their contract, will be underway next year. Funding will be sent to the city soon to commence that project. Some of the wayfinding signs will be put on current poles, some on new poles. MDT is putting in new signal equipment next year as well. We need to find out if those can be powder coated black as well. How can all the projects be coordinated to reduce time and money and can the MDA fund some of the powder

coating? There are also going to be some corner repairs. Buchanan presented that a number of the poles are going to have to be changed out by MDT. A left turn pocket will be installed in all three intersections on Broadway, which will require curb extensions to be cut out, but it will eliminate overhead wiring. She has been discussing putting in the new poles with black poles. MDT will not pay for the powder coating, but they will present a price to MRA so it needs to be determined how to pay for that if they want it. She is also going to ask to put a more attractive luminaire on the poles. This is a great opportunity to start ensuring that all downtown branding is uniform. North Higgins is not inside an urban renewal district but some of the wayfinding signs are, so it's possible some funding can be shifted around to ensure complete implementation. Curb extensions will be put in on Higgins south of Broadway. Buchanan believes that the design will take place next year and implementation will be in spring 2017. Traffic signal electrical boxes will be donated to the public art committee.

PLACEMAKING – Humes reported that the pianos will be brought into storage tomorrow. There has been an issue with piano in front of DDC, a resident/business owner is unhappy with the piano being so close to his business. An agreement was made with the individual when the piano was first placed there that appeared to be working well, but there was an incident a couple weeks ago that aggravated the situation again. Humes would like to write a letter to the business owner to address this issue. Discussion regarding the tone and content of the letter ensued.

Holiday Décor – The Foundation is moving forward with fundraising and some electrical improvements will happen this year. It is likely that the current incandescent bulbs will be switched to LED bulbs in the near future. The technology has improved immensely so the lights will look much better than when LED bulbs were previously used. Humes is looking for other funding sources for holiday décor projects. Gilligan approved using the \$1,000 of BID Streetscapes funding to assist with holiday décor repair.

MISSION REPORTS

CLEAN: No Report.

SAFE: No Report.

BUSINESS DEVELOPMENT: McCarthy presented the listing included in packet for reference. There is a lot of new development and changeover of businesses happening in Downtown. Discussion regarding downtown developments ensued.

MASTER PLAN: Buchanan reported that design guidelines were a main part of the last meeting with the result being that the committee is interested in pursuing that for the community as a whole on the part of the private and public sector. There are many different solutions to asking corporations to conform their building design to certain guidelines. Cederberg expressed his opinion that downtown didn't have design guidelines when it was developed and it worked. He believes that any guidelines that are implemented need to be objective not subjective and the process needs to be quick and sensitive to cost. All agree that design guidelines need to be very thoughtful and that there are multiple sides and opinions on what is appropriate design.

The meeting adjourned at 5:32 pm.