

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

**Present:** Tim France, Alan Newell, Carma Gilligan, Ellen Buchanan, Craig Aasved

**Absent:** Dan Cederberg, Charlie Beaton

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

**The meeting commenced at 3:07 pm with Introduction of Guests**

- Jimmy Janes, UM Student
- Marcy Allen, Bitterroot Economic Development District
- Ginny Merriam, Mayor's Office

**Action on Request for \$10,000 for Missoula Broadband Implementation Study: Guest Marcy Allen**

Caitlin Copple presented at the October meeting asking for \$10,000. The finance committee has since met on the topic and came back with some questions. On the specific deliverables for the study question: a goal is a master plan including standards and policies and recorded data for the project and future investments. In the RFP committee, new items have been added including shared conduit options (multiple providers share a building's conduit). The goal there is increased accessibility, lowered rates, and increased competition among providers. 'Meat boxes' would be installed in alleyways, bringing together the networks of multiple Downtown buildings. Regarding the City of Missoula's financial commitment, they agreed that an initial investment from the private sector should come first and would fill in the leftover gaps. Thus, there has been no formal commitment from the city. The study uses the Magellan Report as a starting point, so it keeps municipal service at its core. Northwestern Energy committed \$5,000. Submittable, Scott Richman, and the No-Nonsense Fund have each committed funding. First Interstate Bank, First Security Bank, University of Montana, and many other entities have been asked, and an application for grant funds will be submitted to the Big Sky Trust Fund. Buchanan said it's unusual for a funding request to come up prior to the RFP's completion and recommended funding allocation should be conditional on review of the RFP. The Finance Committee suggested committing \$5,000 initially, with an open possibility of an additional \$5,000 coming at the end of fundraising to fill in leftover gaps.

**Buchanan moved to allocate \$5,000 from the business development budget, contingent on the final RFP document reaching the BID Board for review prior to the disbursement of funds. Newell seconded the motion, which passed unanimously.**

**Approval of October Board Minutes**

Gilligan and Buchanan noted clarifications. **Newell moved to approve the minutes with noted changes. Buchanan seconded the motion, which passed unanimously.**

**Financial Report**

Newell pointed out that the Partnership contract is up for renewal in early 2015. Business as usual was reported by McCarthy, who opened the table for questions. Gilligan asked for clarification on the Wayfinding item. Giblin was lauded for his precision.

**Discussion on Maintenance of Brick-Paved Corners: Kevin Slovarp**

Slovarp was not present so the discussion was postponed.

**Discussion on Real Change Program: Ginny Merriam**

Merriam said Fowler would have spoken highly of the Real Change funding were she present. Merriam gave numbers and updates. The marketing approach for 2014 was not as heavy-handed as previous years, and took a more positive

attitude. Social media memes were created, which went over well with the younger audience. The memes were passed around the table. Merriam opened the table for questions, pointing out the educational component in the advertising was equally important to funding the homeless outreach team. Buchanan suggested money drawn from transient related court proceedings, a \$2 preventative fee for example, could be a good and positive source of funding for either the Real Change Program or an additional Downtown police officer. Radio and social media advertising were effective but indoor advertising seemed less so. Merriam asked for funding for an intern to help develop next year's marketing plan. It was suggested that the Real Change committee be diversified with younger students. Johnson could make classroom presentations. A hiatus was suggested, but not well received. MCAT could donate a TV spot for the program.

**Buchanan moved that surplus funds from the 2014 Real Change marketing budget will be used to fund the proposed intern. If those funds are depleted, Merriam can return and ask for additional funding. Newell seconded the motion, which passed unanimously.**

### **Follow-up on Policing and Parks**

Merriam, Mayor Engen, McCarthy, France, Donna Gaukler, and others met to discuss the strategies for Downtown, parks, and police. Many details and strategies were discussed. The conclusion was that Chief Brady will oversee the development of a policing plan for Downtown and city parks with expanded coverage, possibly by community service officers. When the plan is in place, the board will meet to discuss funding. A full-time officer would cost over \$90,000, with a community service officer costing roughly half that price. A higher level of service from the Clean Team was discussed. Parks maintenance from the Clean Team was suggested. No timeline is established, but the policing contract expires December 31. The meeting was positive and encouraging.

### **New Business**

- Clean Team, Officer, and Ambassador Statistics were included in the packet, though not placed on the agenda.
- Gilligan asked to be included in future annual staff meetings. She expressed objections to the plastic grates. Other clarifications were discussed.
- The Van Buren Street Bridge's lights will be activated Nov. 19.
- The Missoula Carousel's Ride-a-Thon will also take place Nov. 19.

*The meeting adjourned at 4:38 pm.*