

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA
Board of Trustees Minutes
Tuesday, November 26, 2013 3-5 pm
MDA Conference Room
218 E. Main St., Suite B

Board of Trustees: Tim France, Charlie Beaton, Ellen Buchanan, Dan Cederberg, Carma Gilligan, Alan Newell, Rich Huffman

Staff: Linda McCarthy, Laurie Johnson, Julie Walsh

Guests attending: Ginny Merriam and Eran Fowler

1. Meeting Commencement & Introduction of Guests and Public Comment

France called the meeting to order at 3:06 pm. Guests in attendance were Ginny Merriam and Eran Fowler-Pehan of the Mayor's Downtown Advisory Commission (MDAC).

2. Presentation on Real Change, not Spare Change Program: Ginny Merriam & MDAC Members

Merriam announced she and Fowler are present to report the end of the Real Change season, which had a very low collection amount this year. The money goes to support Homeless Outreach Teams. Merriam presented a check for \$1,100 to Fowler for the Poverello Center. Merriam explained the amounts of money we collected when we had the match were significant. The match decreased each year. Anticipating no match money this spring, she tweaked the program to purchase new collection boxes and rebranded the program as solely "Real Change." There were new posters and radio ads. The Missoula Downtown Foundation provided fiscal sponsorship so donations could be tax-deductible, but marketing efforts did not effectively drive traffic to donate online. 2013 was a year of especially aggressive panhandling. People may have been frightened into giving money this year. The Mayor's Downtown Advisory Commission is proposing some amendments to the panhandling ordinance, which they will present to the public safety committee hearing tomorrow. Changes prohibit people from sitting on the sidewalk during business hours. Some people think our collection boxes are not as easy to put money into as the carafes, or perhaps it was the lack of the match. However, just the act of not giving money to panhandlers is a great education. Merriam said Melanie Brock thinks we need to drive more traffic to donating to the website. Johnson said it is hard to measure whether Missoula sees less panhandling on the years we raise more money through Real Change. There are so many factors that make each year different. Fowler said the HOT Team depends on this money significantly. It is not realistic to think the Poverello Center can sustain the HOT Team without this money. The program is not in danger of going away, but is in danger of eroding. We have the fixed cost of one staff member for the basics. Helping people getting IDs, bus passes, etc. are extras that would go away without Real Change. Cederberg said Matt Ellis had a development idea. The airport in Denver has donation baskets on your way into security, because you empty your pockets anyway. We could try asking our airport to do that. Buchanan remarked there could be an odd impression on tourists that we have a homelessness

problem. Newell said he would support the BID participating in an overhaul of the Real Change program. We may need to have some more publicity. LM this campaign is borrowed from other communities. When we first did this, we put it away for a bit after we saw it taper. Then we brought it out again with greater success. Johnson said one option is to put it on hold for a year and supply the \$3,000 for advertising for the year. She said she could go speaking and educating to catch those who give to panhandlers them at a certain age, specifically college kids. Fowler said Travis Mateer has done outreach on campus to tell them it's not compassionate, it's harmful. Buchanan considered whether the MDA and BID should provide a match, since the psychology behind the match is great. Fowler wondered if there was an opportunity for individual businesses to match what is donated at their sites. France remarked if things we know changed this year were the match and the carafe, we know we can change those things back. Beaton suggested marketing with social media. Buchanan suggested inviting people for a brainstorming session.

3. Proposed Downtown Missoula Partnership Request for Support

Newell moved to enter into to the contract for administrative services with the Missoula Downtown Partnership. Beaton seconded. The motion passed, yet Gilligan opposed and Cederberg abstained. Cederberg remarked it is wise to keep low administrative costs, and this partnership will reduce administration. The new position is not administrative, and if we did the dollar for dollar economic analysis, we would see that our administrative costs are going down. France said this partnership is a model that's been adopted by other cities which probably bodes well for the future of our downtown. Beaton remarked if it truly fails, we have an out. Buchanan said if we don't form the partnership, we aren't going to fill the two holes we see: fundraising and business recruitment/retention. McCarthy added the partnership is critical for completing Master Plan projects.

Merriam said changes to the panhandling ordinance are not about homelessness; they are about behavior. McCarthy said we need to focus on the behavioral issues that are keeping customers, businesses and employees and residents from being downtown. Merriam said the mayor is supportive and sees it as an economic development opportunity.

Merriam and Fowler left the meeting.

4. Modification and/or Approval of BID Expenditure Approval Policy

McCarthy said there was discussion about having a financial limit to what each committee can spend and what does and what does not go before the board for approval. Newell said putting limits on it seems to makes sense. It's to make sure committees fully understand what the expenditures would be before putting it in the budget. **Gilligan moved to approve the expenditure policy. Huffman seconded. Cederberg moved to add a friendly amendment to the motion to change the term Director of Operations to Executive Director. The motion passed unanimously. Buchanan moved to amend the check signing policy to replace the term Director of Operations with Executive Director. Beaton seconded.**

5. Approval October 29 Board Minutes

Newell moved to approve the minutes as amended. Buchanan seconded and the motion passed unanimously.

6. Financial Report: Finance Committee

Newell said the finance committee discussed some issues with the City auditors, which were resolved. He said the BID will now keep its books open for 60 days to make room for anything that should've been accounted for in July and make sure it gets accounted for the year-end in that year. The BID budget will have one yearly figure, and we will be invoiced pro grata on a monthly basis. McCarthy said the BID is on a modified cash handling accrual basis.

7. Update on West Broadway BID Expansion

McCarthy said she has a signed petition from Engen for City's parcel. The YWCA and Poverello Center have indicated support in BID expansion. McCarthy met with owners of Cedar Enterprises. They are not certain they want to support BID expansion. They are wondering about whether they can even get trees on Cedar Street. McCarthy also met with Drake Lemm who owns 5 of the 21 condominiums, and he does not seem supportive. Cederberg thinks each condominium unit is counted individually. McCarthy said once she meets with Kevin and Alex O'Brien, she has met with all property owners in the proposed expansion except the handful of individuals who only own one condo. This would be a July 1 implementation, and assessments would come in November 2014. Perhaps March is a better time to have the conversation.

8. Cleanliness Report

Johnson commented Brandon Kinsel with ORI is doing a great job with the Clean Team staff. He's good at discerning what needs to be done and responds quickly to requests. He's laid back and patient with the guys, yet he is a hard worker and works alongside them. They were taught how to trim the N Higgins grasses, but we don't give them orders to trim trees. Parks and Recreation should be trimming then but they don't have the resources.

9. Safety Report

Johnson said she compiled a list of Andy Roy's statistics in an easier to read format. He sends in a weekly report. Originally he did this to show he has not been too harsh. It's important to look at what he writes tickets for. He knows it's important to work with and educate people, but if they're belligerent he deals with them. Johnson said the ambassador stats show the trend between 2012 and 2013. The totals without the last two months, we are ahead of last year for individuals moved. Assists are higher. Panhandling is higher because of the Rainbow Gathering.

10. Downtown Master Plan Report

McCarthy reported the business development committee had a Skype meeting with Downtown Works, a market analysis company. Downtown Works teaches communities how to do retail recruitment for downtown. McCarthy will do some reference checking and explore other businesses that do the same thing. Unlike Buxton, they don't get into the data. Buchanan said Downtown Works is relationship

building versus the data dump that is Buxton. Newell said Buxton gives us more than we know what to do with. Downtown works are really consultants.

11. Committee Reports

a. Business Development

McCarthy said she has made a distribution list for the business development folders and now needs to add commercial bankers. She would like board members to volunteer to talk to various commercial bankers.

b. Marketing

McCarthy said Small Business Saturday is November 30. Santa will be at Liquid Planet on weekends in December, as will free carriage rides on East Front Street. The MSO Hub will host free gift wrapping. The Parade of Lights is Saturday, Dec. 7, with the Lighting of the Tree.

c. Personnel

No report.

d. Streetscapes

McCarthy reported the Holiday Décor has been hung. She said when we re-banded flag brackets, some were placed over the top of holiday decoration brackets. Gilligan made a recommendation that Linda do what she needs to get the bridge Christmas lights lit. McCarthy added she'd like to investigate why the North Higgins decorations are street-side as a spring and summer project. The lights will go on the day after Thanksgiving through the second week of January. This year there are an additional 1000 lights on the Christmas tree. Washington Corps pays for the hanging of the lights, the power, the bringing down of the lights, and the storage.

11. Trustee Comments

McCarthy passed out the results of strategic planning session. Newell said for a long time we used to have a meeting announcement in the Sunday paper and perhaps it would be good to put that back in there.