

**Downtown Business Improvement District
Board of Trustees
Tuesday, November 20, 2012 from 3-5 pm**

Attending: Dan Cederberg, Carma Gilligan, Charlie Beaton, Tim France, Ellen Buchanan

Staff: Rod Austin, Laurie Johnson

Guests: Linda McCarthy, Jenny Mueller, Jim Meagher

The meeting was called to order by Beaton at 3:10 pm.

Introduction of Guests and Public Comment

Austin introduced Mueller to those as MDA staff taking minutes in Julie's absence. Meagher was introduced by Austin as a representative of the south side neighborhood. Each board member present introduced themselves to Meagher.

Borg Park Funding Request (Austin/Meagher) Action Item

Austin said Meagher contacted him recently to let him know he was working on a project to improve Margaret Borg Park. Meagher requested just under \$2,000 from the Downtown Business Improvement District (BID) for improvements to the park. He stated that originally Geoff Badenoch was in charge of the development of Borg Park, but he usually let Chris (last name?) take care of it. Their initial belief was that Borg Park was just a "southside park", not a park for the whole city. The park was a failure until the Missoula Redevelopment Agency (MRA) started to work on it. It failed badly – weeds were waist high. The volunteers from the south side neighborhood had it 30-40% weeded and then then contacted the MRA. At that point the MRA took on the responsibility of caring for the park. They created the park to fit into the meadow-like landscape with a grass slope and native plants and flowers, then concrete and flowers and flowering bushes with lots of color. The park was planted in spring/summer of 2001 or 2002. The native grasses had difficulty. Some of the sprouts that had been planted were developing flowers, but they were cut. People were also stealing the plants from the park, which was all new to Chris (last name?), who was caring for the park. Chris (last name?) had them re-planted, then they were stolen again. Unfortunately, the park does not look like the neighborhood envisioned it to look. They didn't know how to handle the meadow. They didn't even know where the water connection was. It was later found that the Johnston building houses the water connection. For about five years the park was just weeds and had no water. The Neighborhood Grants Program has already granted \$3,000. There are also negotiations with the water company to give \$200 to help re-landscape an area where they dug a while back – which they look at as asphalt. The Caras Park Extraordinary Events Committee has also donated \$535 to plant tulips and daffodils.

Meagher continues on to explain that Missoula Parks and Recreation has had a shuffle of responsibilities. Parks and Recreation put 220 hours into development by replacing weeds with grass, watering, improving soil, trimming trees and bushes, etc. This is a large obligation. Meagher is requesting under \$2,000 for plants and paint to paint the concrete. He intends \$850 of the request to go toward repainting the concrete that has been vandalized. He went on to request \$275 for herbicide

for weeds and \$250 for weed mat/paper. They also need to deal with some trail composition repair and edging plus application of protective sealant to asphalt trail, a project that costs \$5,000. Meagher explained that Borg Park is in the Meadowsweet Herbs/Boone and Crocket/ Bernice's Bakery area. He said he considered knocking on Boone & Crocket door to ask for money for the park, but they are BID members and already contribute through BID dues. Austin asked what Meagher thought about the BID washing and cleaning all the graffiti paint off instead of painting over the graffiti. Meagher explained that there are stairs and walls that need to be painted regardless. He has done some research on an enzyme product to help remove the graffiti. \$150 to use anti-graffiti coating is too expensive. Austin said the BID uses the Anti-Graffiti Task Force to remove graffiti and apply anti-graffiti coating. Buchanan asked if they plan to rip up all old plants and replant. Meagher said some has to be reworked and replanted, but some will stay. Austin explained to Meagher that the BID was put in place to help take care of a lot of what the MRA put in to place. Beaton said he has used that park a ton of times. He really appreciates it. Gilligan asked if the MRA would split the cost. Buchanan explained that Borg Park is no longer in MRA district. Buchanan asked if the cost can be pulled out of the streetscapes budget. Beaton asked if it could be less than the requested \$2,000. Meagher said it could be, but probably not. Beaton recommended requesting money from the Hip Strip Society. Meagher said that could be an option. He went on to explain there are five trees involved. The arborists wanted some trees. Fundraising, even at this point, is hard. He said he believes they are out of luck if they don't get the money from BID. Parks and Recreation will maintain if the BID helps pay for the initial reworking of the park. Gilligan suggested taking some of the money out of the garbage can budget. Austin suggested tree grates budget. Gilligan said that would wipe out contingency completely. Meagher added that edging and walkway fixtures would be \$320. McCarthy noted that brings the total request to \$1,795. The south side neighborhood representatives won't even touch it. Beaton proposed \$1,000 from contingency and \$800 from tree grates budget. Cederberg said he would be more comfortable with \$500 out of graffiti and \$500 out of contingency since it is partially graffiti removal. Beaton asks if graffiti is a huge problem in that area, and wonders if there could be a permanent solution. Buchanan wondered whether the BID should look in to a permanent graffiti solution, and what the cost of that would be. Meagher pointed out that the Missoulian has a graffiti problem and that the food bank was even tagged. Beaton told Meagher the BID can handle it by making sure it is reported immediately. If the task force has the paint they can take care of it right away and it's not a huge problem. Austin said the Graffiti Task Force will store extra paint at Cederberg's office and take it over right away and take care of it. The money in the BID budget is earmarked for work within the BID area. Graffiti should be reported right away to Austin or an ambassador.

Beaton motioned for the BID take \$500 from graffiti, \$500 from contingency, and \$800 from tree grates to help pay for the improvements to Borg Park. France seconded this motion, and the motion passed unanimously.

Beaton asks Meagher to reach out to him for additional volunteers.

BID/MDA Office contract renewal (Austin/McCarthy) Action Item

Austin explained that Robert doesn't know if they will be at 11% or 15% for payroll taxes. Gilligan asked if the new office contract includes the new space. Buchanan told Gilligan that we acquired the new space for free with no additional cost to the MDA or BID. Austin said that's all he would report and that the office is the best it has ever been. No hours are changing, nothing changing and that it is great to have Robert Giblin back. McCarthy stated that they are seeking approval for a 12-month period, instead

of the usual 6-month approval. With McCarthy being on sabbatical, it would be easier to get it finalized now. Austin explained that there is a really good handle on indirect costs. It would be a time-saver for everyone if it was taken care of now. **Beaton motioned to approve the BID/MDA office contract for 2013. Buchanan seconded and the motion passed unanimously.**

BID/MDA Facilities Staff renewal (Austin/McCarthy) Action Item

Austin told the board they are looking at same contract as before (from April) for a full year going forward. The staff still has another spring time to go through, but they are still at under 50% of the budget of MDA staff. There is going to be a little bit of a change, because Bill is picking up hours while Daniel is out on vacation. He isn't putting in a full 8 hours, but he is picking up garbage and will plow/shovel if necessary. McCarthy explained that the majority of summer work was MDA work, and the majority of winter work will be BID work. There is a savings with the new band shell – no setup costs. Flowers look better than ever, due to the people we have hired. McCarthy went on to explain that Bill is more vested and engaged as he is now a year-round employee. Bill can do garbage on Sundays and Mondays and that is important in the summer. That is something they haven't offered in the past. This is a more efficient and effective contract. Jan 1, 2013 – Dec 21, 2013. Gilligan again asked about Dan shoveling snow for 16 hours, as stated in last month's minutes. McCarthy said the intended verbiage for the contract is that it would be two vehicles and two employees for 8 hours each but 16 hours total. Austin said they will revisit that and re-word it. Gilligan asked to see hours by project by person before these can be approved. McCarthy said those are available, because Robert produces them and she would be happy to go get them. McCarthy left to go get document. Austin told the board that he has been attending the facilities staff meetings to make sure everything was being completed properly. He and Julie gave the facilities staff a stern talking to about de-heading and caring for the flowers and after that the flowers looked great. Gilligan asked why we don't get flowers that don't need to be de-headed. She says that needs to be done in the spring to cut cost on labor. Austin said Julie will be responsible for flowers next year and that Gilligan should contact her.

McCarthy returned later with 3-page report.

Beaton suggested the topic move back to MDA/BID facilities approval. McCarthy explained the chart and how it is separated. BID is shown in one column, MDA is shown in the other. Austin said they really just need to look at the dollar piece of it and see how it is split up. Gilligan wondered how it compares to what was anticipated. Austin said MDA has spent less than anticipated. \$21,000 was budgeted. About \$10,000 has been spent so far. McCarthy said there hasn't been much of a change other than that the band shell has saved significant time and BID is only paying for garbage removal in the summer. Buchanan pointed out that it looks like there is a total of 1,175 hours. McCarthy said there is a definite costs saving this year from previous years. Buchanan explained garbage removal will slow now that the markets are done, but there are still students downtown drinking. McCarthy explained that Sunday/Monday pickup was not incorporated in the past. Gilligan would like to see the total for salary. April through December are shown. Austin would like a total for the money side along with the hours. Gilligan would like the budget amount so it can be compared to actual monies spent on salaries AND pick-up. Austin explained that Bill will be out helping, especially while Daniel is gone. They sold the

sweeper. It didn't get used. Pressure washing was done instead. McCarthy suggested that Bill get a pay increase after one year. He is currently making \$10.50. This can be amended later. Austin will work with Robert to put a summary report together for the BID board. McCarthy said both entities are paying the same they would if they were paying separate, but it's more comprehensive and more efficient. Buchanan explained that it is all about delivering service to the rate payers. Austin said it is nice that Daniel MDA facilities staff to help him if he needs it without feeling like he's stepping on someone's toes.

Buchanan moved to approve the contract between MDA/BID facilities staff. Beaton seconded the motion and it was passed unanimously.

Director's Report (Austin)

Downtown Master Plan-Update

Park Place Parking Structure – Austin explained that Park Place is two months late. The steel is part of the problem, as well as health problems of one of the managers. Buchanan had nothing new to report on the parking structure other than that panels will start going up next week. Of course, winter usage of the panels will be much higher than the summer. Austin said the Parking Commission voted to add the solar panels which will be the largest in the state of Montana. France said they can have a net meter for the one-year billing term.

Implementation – Austin explained that Master Plan Committee met for strategic planning for 2013. There will be a residential house committee put in to place. It will be broad and there may be a possibility of doing a residential inventory. Buchanan said Laurie Davison and Greg Oliver are on the committee with her.

Buchanan shares that they interviewed two wayfinding firms, and there is a very clear choice who will be negotiated with. Beaton asked if there is a time frame. Buchanan said it will start in early January and take 6-8 months. They will have cost estimates. Austin believes downtown is luckier than some of the other areas, and Buchanan said the discussion with both options revolved around parking.

Buchanan discussed the Light the Bridge Committee. They had a public meeting at the Doubletree last week. Talking about lighting the Van Buren and foot bridge on Madison Street, but the goal is to light them all. Beaton remarked the bridges are unattractive, but he likes the concept. Buchanan thinks maybe it will make them look better. She doubted they will start with the Higgins Bridge, but that would be nice. There are still some organizational kinks.

Committees-

Business Development Committee –A sub-committee to work on the site-selector has been created that includes Bob Jaffe, Alex from TerraEchos, and Tim France.

Employee – no new report.

Streetscape- no new report.

Marketing- France explains they are pushing two downtown ‘Shop Local’ weekends. He also pointed out the MDA/BID website now shows new brand. The new campaign featuring stuff like the Missoula Art Museum and MCT, Inc. will be worked on this winter. One thousand new shirts will be made to be sold and given to downtown employees to wear on the job. Gilligan asked if the marketing e-mail could be sent to members. Austin said they are trying to get people that haven’t taken part in the past to participate.

Other –

Joe Minicozzi - Austin said he has yet to receive information from him. He does have a DVD he will make available to people who want it. Buchanan asked if Austin has received a PowerPoint yet, and Austin replied he has not.

Ambassador’s Report

Johnson explained that she recently went to a crime prevention conference in Billings. It was good. It may be in Bozeman next year. At a Crimestoppers meeting they said they plan on putting up cameras to catch people that are repeat offenders. The graffitiists this time were the same as the big hit last time. France asked if they are having trouble keeping up with the removal because there is so much of it. Johnson explained that the machine was winterized and the big hit on October 18 was the following day. The owner of the Radio Central building is going to paint over his. Buchanan suggested renting a pressure washer for a day. Gilligan said she believes it’s only about \$200/day, but wonders if hot water can be used on the membranes. Austin said they will look in to it. Johnson said Office City and Rhino both got hit this weekend. McCarthy said it would be nice to get that taken care of before Parade of Lights.

Johnson thanked the board for the flexibility of being able to do things out of work. She said she has been feeling burnt out and would like to take some time off over the winter. If she takes more time off than the vacation she has, she is sure Rick would gladly fill in the gaps. She is feeling better now and probably won’t take a much of time off anymore, but it’s an option if she does decide to do that. Beaton said she should do what’s best for her, and Austin said they will need to have someone on the street regardless. Johnson said as long as it doesn’t exceed what her salary would be she thinks it would be great to have Rick come in. Austin explained that Rick is just a phone call away. It’s an advantage the BID may not find from anyone else. It’s good for Johnson’s morale to do things like that and prevent burnout. Buchanan thanked Johnson for sticking with the BID and her duties as an ambassador. Johnson left meeting.

Approval of October 16th Board Minutes

France moved to approve minutes as amended by Gilligan. Gilligan seconded and the motion passed unanimously.

Financial Report

Austin explained that the P&L was off \$103 and Robert caught it. It was a negative number on BID earnings from the city investments. He got an e-mail from Brent at City Finance. He gave an explanation. Austin wondered why there wasn't a positive number. Austin read from an e-mail received from Brent regarding how the city calculates their investment incomes or losses. They quit doing a corporate sweep of funds. Austin said he believes it should still be positive. Will get a better explanation from Brent and get back to the board. Normally the city is the place to have your money, but the finance committee will have a conversation about moving it to a money market at our bank. McCarthy told the board Minicozzi presented at State Downtown Association conference. There was a conversation about putting each city report in to one document. The Dept. of Revenue should have a copy along with state senators and representatives before the legislative session. This would help with educating state officials about city and city centers. Austin said Helena called and asked how we budgeted for bringing Minicozzi. Buchanan asked what the benefit of having Minicozzi come back out here to present budget presentation to the legislature would be. It would bring up a question of the tax increment sectors. McCarthy said there would have to be mass distribution, and they don't have the ability to have constant contact with our state officials. Austin said if they could get the time of his visit tied down they could see if he could present.

McCarthy explained at the conference they voted to create a coalition with bi-laws so they can lobby and speak with a voice – a Downtown Coalition. There were 88 people at the downtown conference, about 15 more than in past years. Austin explained that last year at the conference in Bozeman they wanted to move the conference to Kalispell where the cities and towns were meeting, but that did not happen. McCarthy wondered how you make that report and get it out to all state senators and reps. What would the cost be? Who would pay that cost? Austin believed most people will use it as doorstops if it shows up blind. Cederberg suggested asking a lobbyist how to do it. Cities and towns have lobbyists. The County has a lobbyist. It may be wise to ask Alec at Leagues of Cities and Towns.

McCarthy clarified that Austin will not be taking on Linda's duties while she is gone.

Trustee Comments

No comments

Meeting Adjournment

The meeting was adjourned at 5:03 pm.