

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA
Board of Trustees Minutes
Tuesday, December 17, 2013 3-5 pm
MDA Conference Room
218 E. Main St., Suite B

Board of Trustees Present: Tim France, Charlie Beaton, Ellen Buchanan, Dan Cederberg, Alan Newell

Board of Trustees Absent: Carma Gilligan, Rich Huffman

Staff: Linda McCarthy, Laurie Johnson, Julie Walsh, Adam Reel

Guests attending: None

1. Meeting Commencement & Introduction of Guests and Public Comment

France called the meeting to order at 3:05pm.

2. Approval of Downtown Missoula Partnership Bylaws and BID Appointments to the Partnership BOD

McCarthy reported the restructuring committee has been working on bylaws. There are some highlighted areas that were changed. The partnership should have its own directors and officers policy, but not a general liability policy. These bylaws were approved by the Missoula Downtown Association (MDA) and Missoula Downtown Foundation (MDF). Cederberg added there won't be any loans without approval of all the entities. **Beaton moved to approve the Downtown Missoula Partnership (DMP) bylaws. Newell seconded and the motion passed. Cederberg abstained.**

McCarthy said the MDA has appointed Todd Frank and John Horner to serve on the DMP board. They suggest Lynda Brown be appointed as the seventh member. MDF appointed Colleen Rudio and Dan Cederberg. Conversations with this body have indicated the maybe Tim France and Alan Newell would consider appointments. Both Newell and France agreed they would accept the appointment. **Beaton moved to appoint Tim France to a one-year term and Alan Newell to a two-year term on the Downtown Missoula Partnership board of directors. Buchanan seconded and the motion passed with Cederberg abstaining. Newell moved to approve Cederberg as an MDF representative appointed to the DMP board. France seconded and the motion passed with Cederberg abstaining.**

3. Request to Assist with Downtown Missoula Partnership Start-up Expenses

McCarthy said the restructuring committee decided to list startup costs, including logo artwork, business cards, nametags, and filing fees. The committee determined what a two-way and three-way split of these costs would be. The MDA underestimated the cost of storefront signage. The MDA voted to approve spending up to \$3,000 on startup costs. The Foundation approved an equal three-way split with the caveat that they make payments over time if they need to. The three-way split is just under \$1,000 per entity. Newell said it doesn't make sense to hold the MDF accountable for startup costs at this time. **Buchanan moved that BID approve up to \$3,000 in startup costs with the understanding it will be a**

two-way split and does not include money for storefront signage. Newell seconded and the motion passed unanimously. Cederberg said MDF has had some response to the Friends of Downtown campaigns and has about \$1,000 in uncommitted funds in the bank. Buchanan said it would be nice to pay someone for grant writing. McCarthy said MDF has hired grant writers, but the price point is \$75 per hour. McCarthy added she has engaged Rod Austin, Jr. to work on the partnership logo.

4. Approval of November 19 Board Minutes

Beaton moved to approve the minutes, Cederberg seconded and the motion passed unanimously.

6. Financial Report: Finance Committee

McCarthy said there was no recent meeting, and Robert has still been in an audit that should be closed out soon.

6. Update on Panhandling Ordinances & Public Hearing on December 16

McCarthy thanked all for attending the public hearing the previous evening, and remarked there is work to be done in terms of education. Buchanan said the ordinances go into effect January 17, 2014 and there is a 90-day period when only warnings may be issued. McCarthy said we need to come up with a handout to help the ambassadors and police officers educate people downtown.

Cederberg left the meeting at this point.

7. Update on West Broadway BID Expansion

McCarthy has not heard back from Cedar Enterprises Group about their interest in joining the BID. Drake Lemm is not going to support it, since he owns five of 21 condos. We should draw the line and exclude that building from the BID boundary. We could have the mayor sign a petition and include Little McCormick Park. It sounded like our police officers and ambassadors are already in that area and it's across the street from the zone. McCarthy plans to meet with Mayor Engen and Marty Rehbein.

8. Cleanliness Report

Johnson said the Clean Team couldn't work a couple days because temperatures were so low. Ernie Nicholas has been trained with the plow now. Daniel Tulk clears snow from bicycle tracks, alleys and businesses under contract. McCarthy said a property across from the Poverello Center asked us to put a garbage can there. Daniel is assessing that now. Rod Austin had said there was no garbage can placement strategy but he was buying three cans per year. Ellen offered to donate a couple similar cans from Silver Park. McCarthy said the BID is still doing cigarette butt containers but is moving to a newer sturdier model and still has a 50-50 split deal with the property owner.

9. Safety Report

McCarthy said she is trying to put together an ambassador program review. Laurie has spent a lot of time analyzing the program. Johnson said she has researched what ambassadors in other towns do, and

duties appear similar. McCarthy said there is discussion about using junior ambassadors in place of a ¾ time seasonal employee. We know we are spending less time on policing and enforcement than we are on visitor information, which is partly because of the foot beat officer and student resource officers in the summer. Beaton said a junior ambassador would need to be a local student available in May at least on Saturdays. McCarthy said with our two ordinances that just got revised there might be activity with the educational process which the intern may not be equipped to address. Part of this conversation comes out of employee reviews. There is also an interest in having conference staffing. Laurie will staff the Travel Expo at Southgate Mall in February. Starting January 1, Laurie will cut down to 30 hours per week for a couple months, taking Mondays off.

McCarthy remarked the downtown police officer will offer 12-month coverage and three months of that has been paid for by the City of Missoula.

10. Downtown Master Plan Report: Missoula Events Center, Rail Line & Zoning

McCarthy reported Kim Latrielle spoke to the MDA board about efforts to build an events center. She is organizing to talk to property owners and business owners about an urban renewal district on East Broadway. Buchanan said the Missoula Redevelopment Agency (MRA) is looking to start an urban renewal district. McCarthy said this week at the Master Plan committee meeting we have the Stensrud Events Center owner and Zootown Arts Community Center director to activate conversation about the rail yard housing. The business recruitment conversation went from recruitment to housing to build a customer base. Higgins is doing well; all retail spaces filled except the mercantile building. The next meeting is about how to get housing downtown and \$150,000 to pay for it, and is this the right time to do it.

11. Committee Reports

a. Business Development

Previously discussed

b. Marketing

Reel reported he has been crafting a marketing plan that is hopefully more strategic than what we've done in the past. He wants to move that towards a more targeted tracking and hoping to have some good numbers to work off. The budget has increased by 30% thanks to the Missoula Parking Commission.

c. Personnel

No report.

d. Streetscapes

McCarthy said holiday decorations look as great as they ever have. Liberty Electric helped with broken decorations and took care of it the Monday before Thanksgiving. They fixed the bridge snowflakes and 14 other decorations. It was about 1 ½ days of work.

12. Trustee Comments

McCarthy said we need to modify the MDA and BID contract that expires December 31. It will be modified to just include the rent and utilities. Newell said we can extend the contract two months instead and will operate under current conditions.