

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA**  
**Board of Trustees Minutes**  
**Tuesday, April 16, 2013 3:00-5 pm**  
**MDA Conference Room**  
**218 E. Main St., Suite B**

**Board of Trustees:** Tim France, Dan Cederberg, Ellen Buchanan (arrive later), Carma Gilligan, Rich Huffman, Alan Newell

**Staff:** Melanie Brock, Laurie Johnson, Julie Walsh

**Guests attending:** None

**1. Meeting Commencement**

France called the meeting to order at 3:06 pm.

**2. Introduction of Guests and Public Comment**

There was no public comment.

**3. Ratepayer Breakfast Wrap-up & Survey Results**

Gilligan distributed ratepayer survey results, saying the results proves ratepayers are interested in maintenance, litter and garbage removal, safety and security, transient population, and graffiti. France said he sees people still value the work with respect to transients. Parking, marketing, and private investments and improvements were not the most important. He remarked if Downtown is clean and safe, the other successes come along. He said it appears the BID is doing a good job.

**4. 2014 Preliminary Budget**

Newell reported the finance committee met last week and added \$40,000 to the Assessment Fees, rather than \$45,000 because more cash flow than actual was expected for the end of June. Gilligan commented the budget has no line-item for the Master Plan and Cederberg said it needs to be changed. By putting no budget on special projects expenses, the BID gives committees the responsibility to decide what to spend from the \$40,000 in special projects. Brock said a market analysis may come up this year. Newell said maybe the market analysis is considered special projects, and remarked that building up funds can be difficult. France said he and Ellen feel strongly the BID needs to stay focused on it. He considered whether the Missoula Downtown Foundation (MDF) is in a position to raise money for the master plan, so the BID can just pay over to the MDF. Newell said another option would be to move money into a checking or savings account entitled master plan implementation fund, rather than having a master plan budget item. This doesn't mean at some point it can't move to the Foundation. The question is how much do we allocate to that. Brock mentioned it will cost an estimated \$1 million for wayfinding implementation. She said she wants to use the Foundation to raise money for that. She

added it will be known soon whether the market analysis can be done. **Newell moved to amend the proposed budget, putting \$15,000 into a savings account for established for future Master Plan expenses. Cederberg seconded and the motion passed unanimously.**

**Newell moved to approve the draft budget with the amendments. Cederberg seconded and the motion passed unanimously.** Cederberg clarified special projects come from within the BID and contingency comes from other organizations asking for funds. Cederberg added the City approves the BID budget.

**Gilligan moved to refer the preliminary budget back to the finance committee for next month. Cederberg seconded and the motion passed unanimously.**

#### **5. Amendment to Missoula Downtown Association Services Agreement to Provide for Acting Director of Operations Duties**

Cederberg mentioned he was hoping to have a written document to bring to the MDA. He said he does not have an addendum right now, and suggested working from the memo that was circulated. He suggested the BID adopt this as the appropriate terms for the acting BID director of operations and compensation. Gilligan mentioned the director needs to have Access skills. **Gilligan moved to approve the position description of the acting BID Director of Operations as sent out in the attachment to the agenda, authorize the payment of funds set by that document retroactive to March 18 and authorize Dan Cederberg to update the contract. Newell seconded and the motion passed unanimously.** Cederberg said the board would talk about Access in the next steps of staffing.

**Beaton moved to approve the Clean Team contract. Huffman seconded and the motion passed unanimously.**

#### **6. Expanded Duties and Additional Compensation for Laurie Johnson**

Cederberg said the updated contract for Laurie Johnson's position will include her acting as the the interim supervisor of staff, with the acceptance of changing 30 hours to 40o hours. **Newell moved to approve the updated contract. Cederberg seconded the motion and it passed unanimously.**

#### **7. Next Steps for BID Staffing**

France said he met with Todd Frank, who brought a list of people who may be good members of a joint staffing committee. The list included himself, Matt Ellis and Lynda Brown, who is in human resources. The joint committee will make sure the staff is ok. Cederberg elaborated the BID, MDA and MDF each have staffing issues, and suggested the three organizations form a committee of two members from each plus Melanie and Linda. The goal would be to have something in place October 1. France said today we wanted to see if we could schedule a Skype session with Linda. Representatives from MDF would be Colleen Rudio and Cederberg. Buchanan is already on the committee. France remarked Charlie said he is possibly interested. Buchanan considered whether it make sense for Rich Hamma to be on the committee because he brings a special expertise on MDF financials to that board. She said as we move forward, we need to understand the financial roles of each organization. The MDF is where the BID was

two years into the BID. Cederberg commented a difference there is the BID always had money coming in.

## 8. Director's Report

### Downtown Master Plan – UPDATE

Market Analysis: Brock reported the Master Plan Implementation Team is looking into conducting a market analysis on the Missoula community. She said information like this could be useful for Jed Dennison, who could use the data to attract companies. Brock added the team will be meeting with the Bureau of Business and Economic Research (BBER) at the University of Montana (UM) to ask what they can do. She commented that step one for a market analysis is a downtown inventory, which the BID is already doing. She said according to Linda, a group of people have been talking about doing a market analysis for years. The three focuses of the analysis are residential, commercial and retail. Brock also mentioned MERJE will be back in town the first week of June with two major designs to choose from.

### Committees-

Business Development Committee-Marketing brochure & Inventory: Brock remarked pictures will be taken for the brochure in one month. Colin is in the process of getting data to Susan Ash at Partners Creative. Athena was selected as the photographer. She said the committee has made a brochure of what photos are needed and which the MDA already has.

Employee – Junior Ambassador - Brock suggested the BID pull from the UM student workforce to hire a junior ambassador. Perhaps this position could receive a stipend. She said the hiring window of opportunity is closing. Buchanan said this would be good to be thinking about the personality of whoever holds this position. Brock commented we may not be able to find the perfect person. Newell suggested getting interest from student neighborhood ambassadors at the UM Renter Center. France said he likes the idea, but not the idea of the student doing transient work. He said it's a great idea to connect Downtown with UM. Johnson said the junior ambassador would be asked to do service oriented work. Cederberg asked if there are minimum wage issues here, and Newell said we need to know workers' compensation rules. Brock said she will contact UM internship services for how that works with their student interns. Brock said she needs to get the position description posted soon. Buchanan **moved to try getting a junior ambassador with a stipend of up to \$800 total if there are satisfactory answers to the concerns raised by Dan. Huffman seconded and the motion passed unanimously.**

Streetscape- France remarked having cameras and greater punishment for perpetrators may help curb graffiti. He said the BID is staying on track with its May 1 deadline, and the interim after that we internally work out some other options for Daniel. Daniel said he was close to being able to park his power washer in the basement of the new parking structure. There was also talk about perhaps buying portable enclosures with a plug-in and heating it. Buchanan emphasized we don't want the washer to freeze up again. France said Daniel also mentioned he understands that

the chemical remover will not work on wood on and metal, just concrete and brick, but the research says you have to have a minimum of 50 degrees for it to work. You may get partial cleaning, but you don't get optimum cleaning until 50 degrees. The surface must be dry. Also, the property owner is the one that needs to call to request it graffiti removal, not the business owner. It's more complicated than previously thought. We can work on the idea of extending the season. France said there is some work the BID can do to improve the logistics of the service. Newell remarked it is the property owner's responsibility, but it affects everyone. We need to look at other avenues to prevent and lessen graffiti. Brock suggested having a public forum about graffiti to show the community what are we doing, where have we been, what we are doing next. France remarked the forum would include facts and education. At some point maybe we can research other solutions. Newell remarked would be a brainstorming session, not a luncheon. Buchanan added we are up against unreasonable expectations. Johnson said it would help to also brainstorm how to prevent people from doing it. Light goes a long way. Brock said she wants to plan this forum for the first week of June. Cederberg said Rob Sheeban should be involved in this. His task force has been working very hard. The BID buys paint for the graffiti task force, and they have people going out Tuesdays and Thursdays. Their team has a lot of information.

Marketing- Hickey didn't have anything to report this month

## **9. Ambassador's Report**

Johnson reported the Andy Roy, the new police officer, is great to work with and communicate with. He is very professional. Johnson said she feels motivated and grateful. She said he checks in with her about ideas, like wanting to stay later so he can catch guys doing graffiti. She said his statistics are interesting and he gives a narrative. We will see how it does for the summer. Brock added he sends his schedule every week. She said she and he went over the whole summer schedule. Johnson said he is working on getting around to all the businesses still. He has been received very well. Brock added Andy and Wade Herbert of Black Knight Security and she are going over the plan for Garden City BrewFest. He can work at night as long as ratepayers are happy with their daytime coverage. Johnson said she has not yet heard of wolf packing, but will check. France said at least we know Mark Muir is willing to do it. Johnson said the Clean Team supervisor is on medical leave. There is a sub this week and they are working on maybe having a new supervisor. Rick Stephens will be back May 4, when markets kicks up. She said Rick will be getting shoes and his phone will start again. The MIK storage may change to Park Place as well. That may be a nice location and easier to get down to Caras. Johnson added she has loved working in a supervisory role, and everyone has been great to work with. Brock said she will give these reports to the board in digital forms preceding board packets each month. Gilligan added property owners would like that. Johnson mentioned she was happy the graffitist that was doing icon for the last couple of years has been caught.

## **10. Approval of March 19 Board Minutes**

**Newell moved to approve the March minutes, Buchanan seconded, and the motion passed unanimously.**

## **11. Financial Report**

Cedeberg remarked it looks like the BID will end with \$55,000 as a cash basis, and we can take \$40,000 and do with it what we feel. Newells said we really need to talk about figures and talk to the finance committee, as we are looking at changing our budget next year. It is probably wise to do projections for what we have for administrative and director salaries. This is our opportunity to see what we can do.

**Trustee Comments:** France thanked Melanie and the staff for the way they have put the board meeting together so well.

## **12. Meeting Location Discussion**

Brock mentioned the MDA/BID office does not have a projector and a screen. Buchanan said we can use the MRA conference room if needed. Gilligan said maybe that's something the BID can just buy. Newell said he would like to be able to set up the MDA/BID conference room. Brock said we can research the projector and new furniture. Cederberg expressed interested in jointly exploring this with the MDA. Brock said she would coordinate thank-you gifts for ALPS for their letting the BID use their conference room in the past.

## **13. Meeting Adjournment**

The meeting adjourned at 5:07 pm.