

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA**  
**Board of Trustees Minutes**  
**Tuesday, May 21, 2013 3-5 pm**  
**MDA Conference Room**  
**218 E. Main St., Suite B**

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

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

**Guests attending:** Ginny Merriam, Susan Hay Patrick

**1. Meeting Commencement**

France called the meeting to order at 3:04 pm.

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

Ginny Merriam and Susan Hay Patrick were present on behalf of the Mayor's Downtown Advisory Commission. Greg Howe from Missoula Parks and Recreation was present.

**3. Update with Greg Howe, Urban Forester**

Howe reported he was asked to meet with the Business Improvement District (BID) board and talk about the partnership between the BID and Parks and Recreation, especially regarding the tree cost share. Howe explained a business can purchase a tree for \$200, and Parks and Recreation takes care of the labor for planting the tree. The other program is any business or individual who wants to plant a tree on the boulevard needs need to get a permit from Parks and Recreation as long as the species is approved. People can pick species to a certain degree, and gecko trees are possibly going to be added. The adjacent property owner is responsible for the tree maintenance. Gilligan mentioned she was told she could be put on a list and for two years Parks and Recreation would trim the trees and inspect them. Howe responded two years is an estimate. Every time someone calls, Parks and Recreation inspects the trees and puts them on a list based on priority. Constant hazardous trees usually take priority. Howe further explained when City Council approves money for a contract approval, a contract goes out to bid and the City hires a company to prune the trees. To get best pricing on trees, trees are ordered between October and December. Howe said it is difficult if someone calls in the spring saying they want a tree replaced. Beaton suggested telling property owners to get requests to Parks and Recreation in the fall. Howe said Parks and Recreation can plant larger trees, but we can't get them planted in the 4x4 holes because the roots are so small. He said they prefer 2-inch caliber trees, and 3-inch caliber trees cost a lot. Two-inch trees cost \$90-\$135, and 3-inch trees are \$80-\$100 more. Some just went in the Hip Strip and are 1 ¾ inch. Brock asked who is responsible when someone trips on a tree grate. Howe through it would be urban forestry's responsibility. He said he remembers Rod making a verbal agreement with the

City to take care of tree grates. Morey said it would be good to figure this out and formalize it. Newell said he had never heard this before. Brock said she would like to establish better communications. Howe remarked Parks and Recreation aren't normally able to plan where they will be during the week. Brock said she wants to be able to show business owners they can have the tree grates. Howe said he will provide a list of where Parks and Recreation has put trees, where they have not and why. Huffman said if we have a list of abandoned holes, we will be able to see how many we can fill with concrete or crushed granite. Johnson said she was surprised to see three new trees on the Hip Strip since she didn't remember that being in the plan. Brock said the BID can email the ratepayers in the fall and let them know. Howe said funding for trees is enough money to replace what is taken out each year. He said even if Parks and Recreation can buy them, the department can't staff them. Beaton said we can encourage people to use their own landscaper. France asked if there is anything the BID can do, as it has a streetscapes committee that works on trees and grates. Howe said it's no longer ideal to put tree grates in at all. The average lifespan for a tree is ten years. They will outgrow their hole in the ground. Howe explained trees with smaller leaves are ideal, since large leaves collect in gutters and cracks. Buchanan remarked downtown is a flushing district, so leaf matter gets swept anyway. Gilligan mentioned sometimes your smallest leaf is not good because it clogs roof drain. Howe urban forestry is very reactive due to limited staff and budget. He said they won't be doing much pruning this summer. They will be reacting to storms. France suggested asking BID ratepayers for feedback to relay to Parks. It would get rid of the gap in planning. Howe replied it will have to wait until the tree inventory is complete. October or early November will be a good time to look at results. Howe said his hope is the inventory will get on the webpage. If a shop owner wants to know about the tree in front of it, it will show them on the map.

#### **4. Update on the Real Change, Not Spare Change Program**

Merriam remarked her job is communications director for the City of Missoula. She is also the coordinator of the Mayor's Downtown Advisory Commission, which promoted the Real Change program. The program is coming off a great period of growth. For the last five years we have had match grants from Paul and Jeanne Moseley. The grants have run out but they want to stay involved. Merriam said United Way has been incredibly generous, loaning time and financial support. Patrick said if a program stays the same for five years, people take it for granted. We are looking at getting a new look. The cafes may inspire feelings of a lack of security. She said the commission also wants to give people the opportunity to give online since they may not be carrying change downtown. Students have been known to give to panhandlers, so the new programming will provide a QR code. The Missoula Downtown Association (MDA) created a website so the Missoula Downtown Foundation (MDF) can accept tax deductible contribution. The new programming will use donation boxes and will be promoted with radio ads. Radio ads and bus ads are cost-effective ways to reach people. People who recorded them in the past would record them again. There will also be a Facebook page with photos from the Poverello Center. United way is a co-host of the first Downtown ToNight, where the new programming will be introduced. Patrick remarked the Moseleys are amenable for continuing with the program, though they wanted to see some new life. Patrick explained Real Change is a BID project, so she and Ginny are looking for the BID's approval on the updates. Patrick said the money goes to HOT Teams. Merriam said the BID board provides \$3,000 per year for promotion, and that won't be raised. She said

she just is seeking approval of the logo change. **Cederberg moved to approve the changes to the Real Change for Spare Change program. Buchanan seconded and the motion passed unanimously.**

Merriam and Patrick left the meeting.

## **5. Joint Committee for a Missoula Downtown Partnership Update**

Brock reported the joint committee has been meeting every Monday. The initial thought was both the BID and MDA are not meeting their full potential. There are missing skills needed for the BID inventory database. Brock said the goal is maintaining three organizations with three boards, but leveraging resources to optimize staff and program efficiency. The organizations will be splitting the cost of a director and streamlining staff roles. The Foundation is a 501 (c)(3) so we have to be careful regarding laws governing these entities. She said the committee did a case study on how Helena, Bozeman and Billings organizations are structured. Missoula is the last city to do this. Everyone else in Montana has already merged. Brock also said the staff did an exercise detailing tasks they do in their job. The exercise revealed staffing needs include an in-house fundraiser and grant writer. Most of those things have to do with fundraising. Brock reported the committee created a draft organizational chart and is showing it to the three boards before moving forward. The start date for the plan would be January 1, 2014. France remarked this draft shows we would save money by having the umbrella organization. Buchanan said there is efficiency through salaries and no administrative cost change. Cederberg explained the BID has \$300,000 to spend each year, and spends roughly \$165,000 on staffing not including the Clean Team. The big benefit is we are able to spend less money and pick up another staff person, preferable someone who can run Access. Discussion ensued on the salary studies presented. Cederberg pointed out the only new hire is the economic development person. Newell said this makes sense, but he doesn't think the BID will end up saving money. Cederberg said MDF will start being able to contribute. Brock said she has copies of the contracts for all the other cities. Newell said part of that staff retention is benefits. Brock said there is talk of paying Linda to move forward with working on the project. Newell mentioned the BID board should show the ratepayers how the partnership would work. Cederberg said before moving forward, it's important to know whether the BID board feels comfortable. Gilligan commented the BID needs its own identity. Brock said if all three boards want to continue organizing it, working sessions will ensue. The BID could have an open house or forum so ratepayers can come learn. Beaton said not merging would mean hiring a new director and continue how we always have. Cederberg explained the boards would not change. The boards would do the same things but provide labor in a different way. Beaton considered the issues with the director not being totally dedicated to the BID. France said Rod and Linda seemed to have a lot of overlap. Beaton added Linda used to be doing both jobs and that's why Rod was hired. The new structure may take us back to square one. Brock said the director is going to give up events. Newell said the entities in the partnership should be moving in the same direction. Cederberg said we want a decision made on whether to keep exploring a partnership or to hire another director. Beaton mentioned it's nicer for ratepayers to go straight to Rod, a director with concerns. Shared director would not provide the same advocacy. Newell said he doubts the BID could find a director with its current salary. Cederberg said he supports this to merge. **Newell moved to proceed with the investigation and Huffman seconded. Six trustees voted in favor and Gilligan voted not in favor. The motion passed.**

## **6. Director's Report**

### Master Plan – Update

Market Analysis: Brock said Matt Schmidt of Einstein Bros. Bagels used to be in the market list for a site selector. He suggested we contract with a company called Buxton to do a market analysis. This company does a constant executive summary each quarter. The University's service was not very helpful. MEP said they will turn their site selector website into housing the information. Brock said the information would be highly valuable to anyone looking to open a business in downtown Missoula. Newell said this site selector could mean the new partnership position would need fewer skills.

Wayfinding: Brock said wayfinding consultants are coming back June 12, when they will present three design schemes to the public. These include a historical theme, an artistic modern theme, natural and outdoors. They will give out worksheets for the public to provide feedback.

### Committees-

Business Development Committee- Newell said he can get someone to provide Access training to anyone who needs it. The Downtown Inventory will be finished in the next week or two.

Streetscape- Brock announced there will be a graffiti forum. Panelists will talk 5-6 minutes. Keithi Worthington will be talking about how prosecution does and does not work in the case of graffiti. Brock said she is trying to get a panelist from the graffiti industry. Johnson reported 12 American flags looked good enough to hang on the bridge. Four flags were in okay condition and the rest were bad. Newell moved to put the 12 American flags on the bridge, spending \$660 out of the streetscapes budget. Beaton seconded. Cederberg said it's possible the BID could get a bucket truck donated and then moving the flagpole holders to banner height.

Marketing – Beaton said Colin bought downtown shirts. The Parking Commission again granted \$30,000 per year in marketing. It has been two years that the BID and MDA haven't had that \$30,000.

Budget - Cederberg said he recommends authorizing the director to sign \$1,500 checks, up from \$1000 because a paycheck is just over \$1000. Newell moved to adopt the check-signing policy, Gilligan seconded, and the motion passed unanimously. Cederberg said this came out of confusion for who should sign checks and he thought it would be good to formalize it.

## **7. Ambassador's Report**

Johnson reported Dan Smith resigned as the Clean Team supervisor and the new permanent person will begin soon. She also reported Andy Roy said there is not enough staffing right now to do a 'wolf pack' of officers through downtown. Judge Mclean doesn't want people arrested for city ordinances at all, since the jails were too crowded. Johnson said Daniel took graffiti off of the buildings that have had the permission to do so. Brock added Jed Dennison can't get permission to have the graffiti from the Merc

removed. Johnson said it would be wise to schedule Daniel Monday through Friday, when he has power washer and calls are coming into the office. The BID would need to hire someone to clear garbage on Saturdays (8 hours) and Sundays (4 hours). Newell said Bill Center used to do this stuff for the MDA and doesn't want to work more since he has another job. **Cederberg moved for Laurie and Melanie to look into hiring a weekend maintenance staff for 12 more hours of salary per week, authorizing up to \$10 per hour through October; the salary would come from savings from Rod's salary. Huffman seconded and the motion passed unanimously.**

#### **8. Approval of April 16 Board Minutes**

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

#### **9. Financial Report**

Brock reported she is waiting to hear back from the Virginia Tech internship services to see if they would cover a student working as the junior ambassador intern. Cederberg said carryover will be nearly \$80,000.

#### **10. Trustee Comments**

Discussion centered around the new Khols and Cabellas.

Gilligan commended Melanie and Dan's work on staffing reorganization.

#### **11. Meeting Adjournment**

The meeting adjourned at 5:46 pm.