

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT OF MISSOULA**  
**Board of Trustees Minutes**  
**Tuesday, June 18, 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, Julie Walsh

**Guests attending:** None

**1. Meeting Commencement**

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

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

There were no guests present and no public comment.

**3. Partnership Contract Work**

Brock reported Linda McCarthy has started work on organizing the Missoula Downtown Partnership, and her pays still needs to be figured for the next three months. It would be an hourly rate. Brock said Todd Frank would like to propose splitting Linda's payment between the MDA and BID. She would bill monthly perhaps. Cederberg explained Linda would be paid as an hourly MDA employee. Newell said the money will come from BID savings, since the organization will have a large carryover this year. Brock said Linda wanted to meet with every staff member and get their input. She will look at salary studies and position descriptions first. The goal is not fitting positions to current staff, but to adjust to the organizations' needs. Linda will also look more closely at what the Downtown Billings Partnership does. Brock explained the new full-time employee would be a development director doing both economic development and fundraising. Cederberg said Linda is doing the preliminary work, which will be presented to the boards. She will show details on how is this going to work, who is going to supervise the police officer and more. Gilligan explained Linda would give up events from the Missoula Downtown Association (MDA), but wondered what the BID director position would be giving up. Brock said Laurie Johnson has become the immediate supervisor of the BID program staff. She loves that and is thriving in the increased role. Cederberg said Linda is currently under hire to figure out what of the BID director's tasks could be reassigned. She is ideally situated to make those recommendations. Cederberg suggested the board authorize payment at a not-to-exceed number, which Beaton said can be adjusted if Linda works more than predicted. **Cederberg moved to authorize payment to the MDA for Linda's work on the reorganization of staffing at one-half of the hourly rate of \$24.40 in the amount not to exceed**

**\$2,000, to be taken from the administration salaries budget. Newell seconded, and the motion passed unanimously.** Cederberg noted that the year-end budget we will be well under the expense budget.

#### **4. BID Expansion to Include New Poverello Site**

Brock remarked she checked in with Marty Rehbein about getting the assessment data necessary to finalize expanding the BID for the block of the new Poverello Center. Brock asked if the board would like to make that a priority. Cederberg clarified the expansion is to get that whole street into the BID and not just the Poverello Center. He said Rod Austin couldn't formalize it until he had the city data. Cederberg added the BID can only include the Poverello Center if it needs to. The board agreed it wants to continue with this expansion and Brock will get briefed by Rod.

#### **5. Director's Report**

Master Plan – Update

Wayfinding: Brock said the most recent Wayfinding PowerPoint presentation file has went on Destination Missoula's Website. It will likely be design #1, the nature-focused design, and incorporating themes from the other two designs. The main steering committee will split into fundraising, oversight, and technical committees. The various districts will tackle fundraising separately. Beaton asked if the Hip Strip will be a sub-district of Downtown. Brock at one point that was considered and the river is a logical barrier, but the Hip Strip will be in the Downtown district. Campbell considered the weak fundraising potential of the Hip Strip, as it doesn't have a big corporation that could donate a lot. Brock said there was also debate about what to name the area by Silver Park. Right now, it is a sub-district of Downtown. Buchanan said they call it the Silver Park Area, and Beaton said it is also called the Old Sawmill District. Brock explained they didn't make the University of Montana its own district because it is more of a destination and is too residential as a district. The planning process is almost done. The consultants will map where signs should be.

Committees-

Streetscape- Brock reported Daniel has talked about getting an additional dumpster for the next four months, through October, adding one near US Bank. There is one there already. His idea is to have it there and pay per pickup, not a weekly pickup. Brock added Ernie is the new weekend staffer, doing eight hours on Saturday and four hours on Sunday. Beaton said it might be easier to pay for four months of pickup. Brock said she will authorize Daniel to figure it out and approve his decision through October. Gilligan suggested summer staff work on it, since they have in the past.

Marketing – Beaton reported he thinks Athena will get some shots we want done. The shirts will start going out. Businesses can get 6 free shirts for frontline staff and pay \$7 each after that. Brock said to wait one more month on the price of printing the brochure. It will be ready to print the third week of July.

Budget - Cederberg said there was no recent meeting, and the next meeting will look at year-end numbers.

Business Development Committee- Brock directed attention to the notes from the latest meeting when the committee talked with Buxton, a company that does a consumer analytic service. In the next few weeks, Brock said she is going to call cities Buxton has worked with in the past including Ogden, Aberdeen, and Kennewick, and ask them if they are happy with their investment. Cederberg said Buxton has access to consumer behavior through Visa. He said the difference between doing surveys in the past is surveys yield non-response and subjective responses. Brock said it would cost \$65,000 for the first year and \$15,000 each subsequent year. The MDA and BID business development committees will merge for the next meeting, and it makes sense for any board member to be there. The anchors for this project are MDA and BID. Cederberg said Matt Schmidt from Einstein Bro's Bagels used this service when finding a location for Einstein. Cederberg said perhaps it would be a service where members pay to get reports. France remarked Buxton upgrades data each quarter. Brock added Buxton has business clients. As a client, they will automatically match you to business clients. They are always going see if Missoula matches their criteria and have an advantage as a municipal community. Brock said a focus of downtown retailers is avoiding cannibalization of business. Beaton remarked Buxton's services will be helpful for recruiting new businesses. Brock said the next step if we like Buxton is identifying funding partners and Buxton would then come up from Texas and to give a presentation. The turnaround is 60 days. Beaton commented it's a lot of money, since we may be looking for money for wayfinding funding as well. Brock noted Missoula Economic Partnership (MEP) would perhaps be good partners.

Other - Mountain Water Main Replacement – Brock remarked Mountain Water is going up Madison all the way to the railroad tracks. The replacement will be done the last week in July.

## **6. Ambassador's Report**

Johnson was not present to report. Brock said Lauren the Junior Ambassador intern started and is in intensive training. Lauren is doing great. She is getting briefed as visitors come in and has been shadowing Laurie. Lauren gets paid \$400 twice this summer. Brock added Ernie, the new weekend maintenance worker, is paid \$10 per hour. The new brochures for Real Change for Spare Change and radio ads are out. That campaign is going well and Andy Roy continues to be great.

## **7. Approval of May 21 Minutes**

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

## **8. Financial Report**

Cederberg noted the cash the BID has this year as opposed to last year is about \$60,000 more. That is going to be consistent with the number as retained assessments. There will be a significant carry-forward for the next year. Brock added there was a \$0.50 per hour raise to facilities staff who came back

a second year, which was discussed last year. Brock noted one facilities staff was injured. She underwent the employer notification to State Fund, and he said he will not file workman's compensation.

## **9. Trustee Comments**

Brock reported that the City Police and the Department of Revenue Liquor Control Division sent out a letter explaining to local bars and restaurants the laws for letting customers drink on the sidewalk, emphasizing they have to gate around tables. Patrons drinking at tables on the sidewalk without a gate can be issued open container citations.

Gilligan reported the Walking Mustache is open six nights per weeks and she is unsure when grand opening will be.

Gilligan asked about American flags downtown for the Fourth of July. Brock reported she is going to meet with the Missoula Fire Department. Flags are going up July 1 and will be up the whole month of July. The Fire Department is getting the service donated. They will also lower the flag brackets to banner height.

Beaton said the Bridge Planning Study meeting had a good turnout. The planners took input on problems and possible solutions. They said they are not talking about lane configuration. They are going to gather information until February and then decide how to proceed. Realistically, Beaton said, nothing will happen for four to five years. They may have to replace Higgins Bridge.

Brock said people are pleased with the amount of Police Officers on bikes. Newell said he has heard good things from people who have gotten magnets listing Andy Roy's number, the Downtown Ambassador's number and the HOT's number. Beaton said although graffiti is down, it is still a problem. Since graffiti artists can't be caught without cameras or photos, property owners should light up their buildings and cover the graffiti immediately.

## **10. Meeting Adjournment**

The meeting adjourned at 4:47 pm.