

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

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

Staff: Linda McCarthy, Laurie Johnson, Julie Walsh

Guests attending: None

1. Meeting Commencement and Introduction of Guests and Public Comment

Beaton called the meeting to order at 3:10 pm. There were no guests present and no public comment.

Newell moved to close the Real Change Not Spare Change account in the BID's name and to the Missoula Downtown Foundation's account. Cederberg seconded and the motion passed unanimously. Newell said he'd like to revisit the discussion on the clock, and requested Linda put it on next month's meeting agenda.

2. Review of Downtown Staff Restructuring

McCarthy explained the reorganization committee has spent time working on a salary study and analysis, rewritten all the position descriptions, and done preliminary budget work, but there is more budget work to be done. The partnership structure well as the position description for the new position will take time to finish. The goal is to have this fully approved by all three boards in November, with full implementation for the plan January 1, 2014 and to hire for the new position after that. Cederberg said the board for the new entity would be comprised of two board members from each of the three entities and a seventh person who would be a one-year appointment and the others would be staggered two-year appointments. The board would meet quarterly or semiannually. Buchanan said it has been considered that that seventh person does not have to be a member of the other boards. We could get someone who has a desired skill set. Newell said the new entity would be a 501 c(6) or c(7). The board continued to discuss that the partnership would do the accounting and write the checks, as well as deal with HR problems. There would still be independent contracts, and this would be a master contract between MDP, MDF, MDA and BID for two years, with reevaluation after that. That partnership board would not be making policy decisions for the entities, and program committees would stay in place. The new board needs bylaws.

3. Downtown Leadership Strategic Planning: Tuesday, October 15, 2013; reschedule BID BOD meeting

McCarthy announced the need to reschedule the October BID board meeting due to the joint strategic planning session taking place October 15. The board requested Linda send out a Doodle survey via email to decide what the best alternative meeting date would be.

Newell encouraged board members to send questions about the reorganization to Linda over the next few weeks. If possible, the rescheduled October board meeting could be October 8 so there is a chance to discuss before the strategic planning session.

4. West Broadway BID Expansion

Cederberg said we have enough information to tell property owners how much it would cost to join the BID. Melanie may have a draft petition. Buchanan said the goal is to get the new Poverello Center and that block near Cedar Street and the YWCA are. Newell said it's ideal to get this taken care of before the end of the calendar year. Cederberg said we need to figure out whether property owners are interested in joining.

5. Safety Report: Ambassadors, Downtown Policing, Panhandling Ordinances

McCarthy said a current project is strengthening the panhandling ordinance. We are looking at going before one of the City committees or the Committee of the Whole. Andy Roy, the downtown police officer, is hoping to get that done in October. Cederberg said the new ordinance will set the distance at a uniform 20 feet for everything, as well as no sleeping or lying in the BID area from 7am-9pm, and you can't block more than half the sidewalk. Discussion ensued regarding the process of strengthening the panhandling ordinance. Final language will come out of the advisory committee meetings after the first Tuesday in October. It's a possibility it could go to City Council in mid-October. Huffman mentioned a stronger ordinance might mean making the downtown a police officer a full-time job.

6. Beautification Report: Holiday Décor

McCarthy said Rick and Ernie are working together on the bulb project. Parks and Recreation will hang decorations the second week in November with the goal of having the lights lit the day after Thanksgiving. Last year, there were a lot of complaints about the use of LED lights. McCarthy said a 2014 goal for streetscapes is expansion and maintenance. We have nearly 30 unused decorations, so we need a two-phase expansion; phase one with decorations we already have, and phase two with new decorations.

7. Plan Report: Wayfinding, Front & Main Conversion Study

McCarthy said MERJE has sent their latest rendition of the public design work. They wanted to add hand crafted elements. There is discussion about the having native languages on some signage. They will be back in town the week of September 30-October 4 to do site work and one more meeting to get final feedback on the design work. There has been no conversation about cost yet. Buchanan said there is not much of a cost difference between the designs until public art pieces are added.

Buchanan said there were 4-5 responses to the Missoula Redevelopment Agency's RFP for the Front/Main Conversion Feasibility Study. All MDT will allow is a study of the feasibility of doing the

conversion. We must go through that process if we have any chance of getting federal and state money for that conversion. There is some infrastructure under the street.

8. Committee Reports

a. Business Development: Market Analysis by Buxton, Business Brochure

Buchanan said the committee was impressed with the offerings of Buxton, but fears the organizations are not in a position to effectively use the information their service provides. McCarthy added it's important to consider updating the downtown master plan before a market analysis. McCarthy agreed to tell Buxton that Missoula would like to look at the offer again in 6-12 months.

Partners Creative would like to present the business brochure at their Downtown on Tap at the end of September. The brochure is coming out of the business development budget, and there is not currently a distribution strategy.

b. Marketing: No report

c. Personnel: Employee Evaluations

McCarthy said Laurie Johnson is doing the reviews for Daniel, Ernie and Rick. Laurie's review will be done by Linda and Melanie and the employee committee. The restructuring committee is talking about how to manage salaries.

d. Streetscapes:

Buchanan said the committee will have to talk about the future soon. Beaton said there is some policy in regard to tree guards. We pay for the tree, and the property owner pays for the installation of the tree. Newell said the committee ought to sit down with the City's new urban forester to discuss tree options. Beaton added we have only been trying to put trees where we can, where there is no void under the sidewalk.

9. Approval of July Minutes, August 20 meeting cancelled

Buchanan moved to approve the minutes. Huffman seconded and the motion passed unanimously.

10. Ambassador's Report

Johnson discussed purchasing new uniform clothing articles, and that the seasonal ambassador should probably get a new coat as well. Johnson also reported Real Change not Spare Change is doing poorly this year, collecting only \$857 total. There is no Power of Ten match. This lack of success comes despite an improved look, bus ads, and PSAs. The committee is trying to solve the problem, and Buchanan suggested the program may need to go dormant for a while. McCarthy said she has the employee self-evaluations, and will bring them to the employee committee to discuss compensation. Newell added recommendations for the salary changes will come to the board for the next meeting. Johnson said the

junior ambassador internship was a great idea, but recommends hiring someone next time who lives in Missoula and knows much more about the community. McCarthy said there has also been talk about having a senior ambassador program or a volunteer ambassador program. Buchanan said if the junior ambassador program works, maybe that would negate the need for a seasonal ambassador.

Johnson passed out statistics from the downtown police officer, Clean Team and ambassadors. McCarthy remarked the state law regulation for bikes on sidewalks trumps city laws. There has to be ample signage to warn people they are coming in and out of a no-bike area. Cederberg said a similar issue was addressed with the cell phone ordinance by giving drivers notice if they are driving in and out of the ordinance. McCarthy said Ben Weiss asked if the BID and MDA would support stenciling the sidewalks, but she would prefer he use an educational method instead. -----?

11. Financial Report

Cederberg remarked the budget carryover is \$76,681. The BID's tax assessments and penalty interest were significantly higher, which is an indicator that property values are going up in our district. Cederberg explained the BID is up about 30 % in its 8 years, which is a good year over year increase and shows the organization is accomplishing its mission. Beaton said there are a lot of upcoming projects in the next five years.

12. Trustee Comments and Meeting Adjournment

McCarthy requested the board RSVP to the invitation for the boards and commissions social on Thursday, October 3.

The meeting adjourned at 5:25 pm.