

Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, May 17, 2011
ALPS Conference Room
111 North Higgins (Second Floor)

Attendees: Charlie Beaton, Ellen Buchanan, Dan Cederberg, Tim France, Carma Gilligan (via telephone), Alan Newell

Absent: Rich Huffman

Staff: Rod Austin, Patrick Ryan, Laurie Johnson

Guest: Jon Christensen

1. Meeting Commencement: 3:07 pm

2. Introduction of Guests and Public Comment: Rod Austin introduced Jon Christensen, the new Downtown Police Officer. Austin commented that Christensen had a solid understanding of the needs of the position and would build on the good work that was started with the Downtown Officer from last season. Christensen has lived in Missoula for 18 years and has been on the police force for 5 years. He volunteered for the downtown position and plans to be in the position until August. Christensen discussed the benefits of being on foot patrol, being able to engage with the transient population and prevent problems before they escalate. Christensen gave his phone number to all the board members and encouraged them to contact him with suggestions or any concerns. He also noted there would be three officers on bikes and two officers on foot patrol throughout the summer.

3. Downtown Inventory Funding for FY 2012: Recruitment and Retention had a meeting to discuss the budget for the Downtown Inventory. Jessica Daniels prepared the proposed budget, which seeks an increase of \$8,610 for 2012. Part of this increase will go toward an increase in salaries for Daniels, as well as the interns working on the project. Interns would get a \$1.00 per hour raise, while Daniels salary would go from \$20.00 to \$30.00 per hour. There was some discussion about this significant increase and Rod Austin said Daniels salary, even with the increase, was still below market value for the work she's doing for the Inventory. Austin indicated the BID will be spending \$17,930 for the year, with \$4,260 being carryover from 2011. Discussion ensued about the individual contributions to the budget by the BID, MDA and MRA. Carma Gilligan and Charlie Beaton questioned why the MDA doesn't pay more toward the project and Gilligan suggested the budget could be equally divided between the three organizations. Austin noted the Inventory is more beneficial to the BID, helping it to become more of an economic engine. He also pointed out the MDA pays Daniels as an MDA employee and contributes office space, computers, etc. Dan Cederberg echoed this sentiment and stated these non-monetary contributions from the MDA really do make them equal partners on the project. Ellen Buchanan indicated that some of components of the Inventory aren't really part of the MRA's domain. She also noted the MRA is donating a more powerful computer to better accommodate the software needed for the project. Austin added that he and Daniels met with Jessica Allred to explore applying for some Big Sky grant funds.

Cederberg moved to approve the additional expenditure from the Recruitment and Retention budget in an amount not to exceed \$8,610. Alan Newell seconded and all approved.

4. Director's Report

a. Downtown Master Plan Update

- i. Front & Pattee Parking Structure** – Ellen Buchanan reported completion of the Holiday Inn parking reconfiguration. Also, there was a need to secure some additional funding or the project might have to be altered by modifying the structure's skin, eliminating retail space and eliminating some parking spaces. The MRA met with the Missoula Parking Commission (MPC) to discuss these additional funds and the MPC agreed to increase their contribution to avoid any

of those alterations. Buchanan also noted some contingency money had been set aside which, if it doesn't end up getting spent, would be split (75/25) between the contractors and the MPC. So far, there is no name for the structure, but Anne Guest at MPC is working on it.

- ii. **Implementation** – At the last meeting there was a discussion about whether to start working on the regulatory part of the Master Plan. It was decided a subcommittee be formed to explore the implications of doing this. Alan Newell agreed to be on the subcommittee and Lavall Means with the Office of Planning and Grants (OPG) would be involved in some way as well. No time has been set for the subcommittee's meeting. Apart from that, it was noted the committee was still exploring ways to get funding for the Front and Main conversion.

b. **Committees**

- i. **Mayor's Downtown Advisory Committee (MDAC)** – Ginny Merriam from the Mayor's office and Rod Austin met with Paul Mosley to discuss redirecting Real Change monies from past recipients to the Homeless Outreach Team project. Mosley agreed, as long as there would be tangible metrics available at the end of the season. The MDAC also needs to officially confirm the United Way would fund the rest of the project. Funding should be secured before June and, once that's in place, the Homeless Outreach Team project can begin. Aside from that, it was noted the "smart policing" grant was submitted on time and, according to those who reviewed it, the grant was very well written.
- ii. **Marketing Committee Update** – Colin Hickey is working on a new informational marketing campaign designed to educate the public about what the BID actually does. Some of the new ads should be rolled out in about two weeks. Also, Hickey and Jessica Daniels are working with Ross Peterson to improve the Available Properties section of the website. The goal is to make the site more interactive and functional, allowing property owners to post on the site and then receive regular notifications to either renew the listing or remove it. Ellen Buchanan requested some of the new parking garage design photos be posted to the website, which Hickey will work on.
- iii. **Streetscape Committee – Can Purchase** – Three garbage cans have been budgeted for, with the goal being to order the cans as late as possible in this current fiscal year.
- iv. **Recruitment & Retention (R&R)** – Mostly covered under Item 3 above. It was mentioned R&R would be looking to engage with the Missoula Economic Partnership (MEP) after the end of this fiscal year.
- v. **Employee Committee** – Rod Austin reported he made sure the Downtown Ambassadors and Downtown Police Officer got new footwear for the season. He also noted a Memorandum of Understanding had yet to be signed.

c. **Other**

- i. **POV Relocation** – The Poverello Center has entered into a buy/sell agreement for the new location and will be starting environmental assessment on the property. Some concern about the impact on surrounding properties, but it was suggested the MRA might help mitigate some of these issues.
- ii. **Downtown Police Officer** – Covered under Item 2 above.
- iii. **Trees – Schuyler** – Chuck Schuyler put in his own tree outside his business and the BID agreed to split the cost with him, as well as installing a heavy tree guard. A new tree will also be planted in front of Big Dipper Ice Cream. The rest of Higgins will also get 15 new trees through a negotiation between business owners and Parks & Recreation. The BID is not paying for these new trees, but is having more tree guards made for them.

5. **Ambassadors Report:** Rick Stephens is back and is working a regular schedule (Saturday – Tuesday). Laurie Johnson reported she and Jon Christensen have been meeting with most of the downtown business owners to introduce them to Christensen and make them aware he will be patrolling downtown on foot. Laurie reported

the meetings were going very well and Christensen is very professional and congenial. Although Laurie didn't have exact statistics with her, she reported a drop in negative incidents over the last month. Additionally, Laurie reported she would be attending Critical Incident Training (CIT) from May 23-27 at the Montana State Hospital in Warm Springs. The training is provided to assist people who regularly interact publicly with individuals with mental health issues. St. Patrick Hospital runs the program and they invited the BID to be involved.

6. Approval of December 14th Board Minutes: Ellen Buchanan moved the minutes be accepted. Charlie Beaton seconded and all approved.

7. Financial Report: The credit card statement was erroneously left out of the provided packets. Alan Newell reported Robert Giblin has resolved all outstanding issues with the City and all the accounts have been reconciled. Newell noted, however, that some City income was not posted to the BID's books; although he made it clear there was no misappropriation, just a mistake. Newell stated that once the 2012 budget was put together, the Finance Committee would meet to go through it prior to the June board meeting. Carma Gilligan asked if the BID was receiving money for powerwashing and graffiti removal and Rod Austin confirmed they were.

Gilligan asked about the missing hands from the clock in front of the Florence Hotel. Austin reported the inner mechanism had been sent out for maintenance, which the BID pays for. There is a budget for this and the BID is responsible for regular maintenance. Austin also reported it was highly likely the faceplate for the clock would be changed to say "The Florence Hotel."

8. Trustee Comments: Tim France reported the Best Place Project hired a president, James Bowman. Bowman will start on June 1, with his contract running for five years. France said Bowman was a great candidate for the position, with extensive experience in the area of economic development and a passionate concern about creating and retaining jobs. France said Bowman asked if the BID might contribute some funding to the Best Place Project. Discussion ensued about this, with the conclusion being the BID couldn't put up any money, but could provide information from the Downtown Inventory or possibly take on a project on which to work.

Finally, Patrick Ryan noted, although not on the agenda, the survey results from the Ratepayer Breakfast questionnaires were contained in the packets the board members had received. Some discussion ensued about the results.

9. Meeting Adjournment: 4:30 pm