

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, June 21, 2011
ALPS Conference Room
111 North Higgins (Second Floor)**

Attendees: Charlie Beaton, Dan Cederberg, Tim France, Carma Gilligan, Alan Newell

Absent: Ellen Buchanan, Rich Huffman

Staff: Rod Austin, Patrick Ryan, Laurie Johnson

Guest: Linda McCarthy

1. **Meeting Commencement:** 3:03 pm
2. **Introduction of Guests and Public Comment:** N/A
3. **BID Expansion – S. Orange St.:** Rod Austin reported on the possibility of expanding the BID on S. Orange St. Austin showed a map detailing the area such an expansion would cover. In previous conversations with area business and building owners, there was some interest. Matt Gibson of the Independent and Hank Deeringer of Midas are supportive of the proposal and have agreed to assist in outreach to S. Orange businesses about BID expansion. Discussion ensued about how this would work and what these businesses could expect to receive if they joined the BID. Austin said the expansion would help make the area a more commercial district. They would have access to the Clean Team, graffiti monitoring, garbage cans and ambassadors. Additionally, the BID would be able to offer some assistance to these businesses when dealing with the City on certain issues (i.e. tree planting). S. Orange St. would be classified as Zone 2, meaning the Clean Team would work in the Zone once a month, the area wouldn't receive holiday decorations and there would be less police presence than within Zone 1. Austin reported the Clean Team contract might have to be adjusted slightly, but this wouldn't affect the bottom line significantly. He estimated revenues from this expansion would be approximately \$10,000. Carma Gilligan expressed concern about whether the costs might outweigh the benefits, noting the increase in the Clean Team contract could possibly be between \$2,000 and \$3,000 and there might be a need for an additional part-time ambassador. Gilligan added that the BID is doing a good job right now and expansion might cause the BID to be spread too thin. Further discussion ensued about pros and cons, with general concern about S. Orange St. businesses' expectations. Given the differences between the BID presence in Zone 1 versus Zone 2, there was agreement the targeted businesses should fully understand what they would get from joining the BID. It was also suggested some of the business owners could attend future BID board meetings to further such a dialogue. In discussing when to schedule this meeting, several board members indicated they would not be attending the July meeting. There was general agreement that, unless something urgent came up, the July meeting might be canceled.
4. **MDA Contract:** Rod Austin presented the July – December 2011 MDA contract for approval. The contract runs for six months due to the differences in the BID and MDA fiscal years. The new contract sets a monthly payment by the BID of \$1,578, which reflects a savings of \$74.48 per month due mostly to the addition of three new staff members and adjustments to salary. This contract contains an allocation of 28 hours for the bookkeeping position. Austin also presented a version of the contract showing changes if the bookkeeping hours were increased to 40 per month. This version was not presented for board approval. Discussion ensued about increasing bookkeeper hours in the future. Austin and Linda McCarthy both acknowledged there was a lot of clean-up work to do, a need for more analytical work on finances, and a better understanding of projections of future expenses. Even though a lot of the clean up work had been done, BID activity continues to increase and there will probably a higher volume of work for the bookkeeper. Bookkeeper Robert Giblin has been working a lot and wouldn't mind the increase in hours. Alan Newell added that Giblin really understands

the theory behind the work and brings a lot to the table. Discussion ensued about the potential future increase. **Charlie Beaton moved to approve the \$1,578 MDA contract. Dan Cederberg seconded and all approved.**

5. Director's Report

a. Downtown Master Plan Update

- i. **Front & Pattee Parking Structure** – Dan Cederberg reported he had spoken with the contractor and things are going well. They will start pouring concrete soon. Discussion ensued about general observations of the construction. Carma Gilligan noted the new First Interstate Bank drive-thru would be open on July 15. The old drive-thru will probably be put up for sale. Austin also noted there is an RFP out for the Riverfront Triangle site. Roger Hobbs is looking to develop there, but may have some logistical problems with parking.
- ii. **Implementation** – Austin reported the zoning subcommittee is having a second meeting soon and might look to add a couple more people. The subcommittee would like Nick Kaufman to be on it and Greg Oliver, who is retiring from the health department, might be available to join. Cederberg noted the Master Plan included re-zoning downtown.

Austin also reported a new wayfinding subcommittee had been formed and Theresa Cox had agreed to be the chair. Initial goals are to develop the process and mission and establish a preliminary budget. Charlie Beaton said Helena had really strong wayfinding. Linda McCarthy agreed and added that Missoula has needed this for a long time and it should start in the Downtown Master Plan arena. There was general agreement wayfinding was very important and definitely a part of the Master Plan. Representatives from the City, County and State are attending meetings and discussing this issue.

b. Committees

- i. **Mayor's Downtown Advisory Committee (MDAC)** – Rod Austin reported the Homeless Outreach Team (HOT) is funded and out working on the street. The Real Change jars were being changed to reflect where the collected money is going. The MDAC is still working on a community service penalty for incorrigible offenders who are released back onto the street with little consequence.
- ii. **Marketing Committee Update** – The committee is meeting on June 22. The “Who Knew?” campaign is going well with radio ads and bus signs. Austin said he likes the campaign and thinks the committee is doing a really good job.
- iii. **Streetscape Committee – Can Purchase** – Austin reported three new garbage cans had been ordered for delivery in July, but he intends to allocate them under this year's budget.
- iv. **Recruitment & Retention (R&R)** – Austin reported the committee needs to meet soon and that Jessica Daniels would like to discuss an expansion of the Downtown Inventory work.
- v. **Employee Committee** – The committee hasn't met recently. Austin reported that he and Linda McCarthy met with St. Patrick Hospital to discuss the possibility of the MDA and BID becoming tenants in a new development project at the Riverfront Triangle site. This was essentially an informational meeting and no action or decision was required at this time.

c. Other

- i. **POV Relocation** – Austin reported the relocation is moving along, with the goal to close on the property by July 1. There has been some push-back from some area residents and businesses, including nearby Lowell Elementary School, and some are looking to band together in opposition to the move. It was noted the Poverello Center didn't do an adequate job of outreach within that neighborhood and needs to continue its efforts in that arena. Austin reported the Mayor is doing some outreach on his own and Dan Cederberg added that two City Council members within that ward would probably support the move. It was generally agreed that no matter where the Center relocates, there will be some opposition. Charlie Beaton voiced

concerns about increased pedestrian traffic crossing Broadway. There have already been several accidents in that area, and many of the pedestrians involved were transients.

- ii. ***Downtown Police Officer*** – Austin met with Officer Jon Christensen earlier in the day. Although Christensen has been meeting regularly with Chris Odlin, he will continue to meet with Austin bi-weekly. Although over 300 tickets were written by the Downtown Officer last summer, Christensen isn't writing as many – although he said he is writing more than he has at any other time on the force. Christensen is focusing a lot on alcohol, including targeting “runners” who buy alcohol for intoxicated individuals who can't purchase it themselves. These tickets, however, don't seem to be taken very seriously by the court system. Discussion ensued about the benefits of being able to track tickets being written downtown and subsequent outcomes, especially since the BID is helping to fund the Downtown Officer. Such tracking would assist in analyzing the efficacy of the position. Tim France noted the HOT team just started working and was in the process of handing out numbers and introducing themselves to downtown businesses. Austin added that a meeting between the HOT team, the Downtown Officer, BID and Ambassadors was being coordinated.
- iii. ***Trees*** – Austin reported several trees were being planted on the Hip Strip, primarily on the south end. The City is providing the trees; and the BID is providing tree guards and splitting the cost of tree grates with the business owners.

On another topic, it was noted graffiti was really bad over the weekend. Many downtown businesses, Hellgate High School and the new stage in Caras Park were all hit. Discussion ensued about the possibility of using cameras in an attempt to catch the culprits. While most agreed it would be beneficial to have cameras, it was also agreed there could be liability issues tied to camera usage. Finally, Austin reported the Stoverud clock had been repaired and was up and working again. The name hasn't been changed yet, but most likely would be if and when the Florence becomes a hotel again.

6. **Ambassadors Report:** Laurie Johnson reported the Rainbow Family Gathering would be taking place in Washington during the first week of July, which means a large number of attendees would be coming through Missoula on their way there. Jon Christensen and all the bike cops have been actively watching the activity of these people and issuing tickets. Laurie also reported the rise in graffiti activity over the past week; large tags, swear words, “40666”, and other things. Laurie also noticed similar graffiti on the way to East Missoula. Finally, Laurie noted she cleaned and re-labeled all the Real Change carafes, which will be distributed on June 22 along with posters.
7. **Approval of May Board Minutes:** Carma Gilligan asked that Laurie Johnson be referred to as “Laurie” as opposed to “Johnson” in the BID minutes. This change will be made and continued on a going-forward basis. **Charlie Beaton moved to approve the minutes as amended. Alan Newell seconded and all approved.**
8. **Financial Report:** The draft for the FY 2012 budget was presented, with a side-by-side comparison with 2010 and 2011. Dan Cederberg said the carry-forward had been taken out of budget as it is a balance sheet item. It will show, but it shouldn't be part of the budget. Removing the carry-forward will present a clearer picture of the bottom line and activity throughout the year. Tax revenues for the year are \$332,500. This is broken down as follows: tax assessments of \$365,000, which includes a collection of \$16,000 in delinquent taxes, \$2,500 in interest and penalties, and the subtraction of \$35,000 in protested taxes. Alan Newell added the BID is trying to track income on the City side. BID is listing information on the budget, but can't really compare it to the data the city is providing. Newell also asked if the budget could be made to show expenditures for the month, year-to-date, and the budget in an attempt to make it clearer and easier to read. Cederberg added the rest of the budget is pretty self-explanatory and noted the MDA contract is a single figure which doesn't itemize office, utilities, salaries, etc. Linda McCarthy suggested all financial documents distributed electronically should be in the PDF format for consistency. McCarthy also offered thanks for the BID's contribution to Phase 1

Improvements in Caras Park. Carma Gilligan noted the monthly parking expense under “Safety” shouldn’t be \$52.50 as it doesn’t total the budgeted number. Rod Austin said the difference is because ambassador Rick Stephens, who only works part of the year, is parking in the lease lot. Discussion ensued about cleaning up these parking numbers, which Austin indicated he would. Newell recommended approving the budget for the year. **Cederberg moved to approve the FY 2012 budget. Charlie Beaton seconded and all approved.**

9. **Trustee Comments:** Tim France mentioned the recent controversy regarding the new fine structure and was surprised and dismayed by how much division and animosity was generated by the whole process. Charlie Beaton said he was disappointed by the situation as well. Discussion ensued about how the BID might get more involved in alleviating the divisiveness and ensuring this and other potentially controversial issues don’t go as far as this one did.

10. Meeting Adjournment: 4:52 pm