

Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, October 18, 2011
ALPS Conference Room
111 North Higgins (Second Floor)

Attendees: Dan Cederberg, Ellen Buchanan, Tim France, Carma Gilligan, Rich Huffman, Alan Newell

Absent: Charlie Beaton

Staff: Rod Austin, Patrick Ryan

Guest: Linda McCarthy

1. **Meeting Commencement:** 3:07 pm
2. **Introduction of Guests and Public Comment:** Linda McCarthy, Executive Director of the MDA, was in attendance.
3. **Boys and Girls Club Mural:** Rod Austin presented a proposal for a mural that, initially, was to be painted on the Boys and Girls Club building. Austin circulated an artist's rendering of the proposed mural. Austin noted the Boys and Girls Club building was no longer being considered for several reasons, but that Bicycle Works, across the street, had offered the side of their building for the mural. Ryan Gauge, an individual who had been cleaning up graffiti around town by himself, approached Austin with the mural proposal. The rendering was done by 3rd year architecture student Sam Bjorklund. Alan Newell asked if it was appropriate for the BID to put money into a project like this. Ellen Buchanan noted it was not much different from the traffic boxes. Carma Gilligan asked who would be putting money into the project. Austin referred everyone to the written proposal included in the board packets. Of the total \$1,545 cost, Bicycle Works would contribute \$800 and the BID would contribute \$745. Tim France asked, if the BID did contribute, where the money would come from. It was suggested either Streetscapes or Contingency. Referring to the monetary breakdown, Buchanan questioned the \$20 allocated for primer and worried the wall wouldn't be well prepped for any kind of longevity. Newell asked if any action needed to be taken at the meeting and Austin said, because of the location change and scheduling issues with Gauge and Bjorklund, there wouldn't be a need. The project would have to wait until spring. Discussion ensued about the mural design and the use of Japanese characters wherein the meaning might be unclear. **Dan Cederberg suggested a UM Japanese professor review the characters for translation.** It was agreed Gauge and Bjorklund should present before the board to discuss both the design and the budget in the spring.
4. **Articles of Incorporation Amendment:** Dan Cederberg informed the board the amendment had already been done in February of 2010, but he hadn't remembered. This had been noted in the February 2010 minutes. Rod Austin said the discussion came up because Charles Schwab had requested a tax exemption status letter in regards to the Moseley's contribution to Real Change. Schwab accepted a letter from Austin for this year, but going forward, Schwab wanted a letter from the IRS. Dan Cederberg indicated it would be a long process to get that done through the IRS, but Austin said Rich Hamma had said it would be a fairly simple process. Discussion ensued about the necessity of an IRS letter. As a City entity, the BID should be able to demonstrate tax exemption with a letter from the City. Austin reported Schwab said a City letter wouldn't be acceptable. Ellen Buchanan said all the MRA used was a letter from the City. Discussion ensued. It was generally agreed Austin should explore sending Schwab a City letter and a copy of the State statute.
5. **Director's Report**
 - a. **Downtown Master Plan Update:** Linda McCarthy reported \$180,000 had been raised in the last two weeks. \$100,000 was from Surface Transportation Program Urban (STPU) funds which would be used

for an engineering study regarding the Front & Main conversion. \$30,000 had been raised for the streetcar study portion of the Mountain Line Operational Analysis. Mountain Line would be holding public meetings the following week seeking input on the process for the analysis. Additionally, the MDA received a \$50,000 grant from the Transportation Infrastructure Improvement Program (TIIP) for improvements to Caras Park. McCarthy also reported the Master Plan Implementation Team was moving forward on several projects, including back-in angle parking on Main; a zoning subcommittee that was looking into process, product and location issues; and a wayfinding subcommittee working toward a comprehensive wayfinding plan that wouldn't include exploring branding. The wayfinding would include the whole community and not just downtown. Elsewhere, McCarthy noted the new parking structure was still under construction and moving forward; Octagon Partners were beginning to do lead and asbestos removal at the Mercantile; the Milwaukee Trail had been completed and the overall trail system would now allow riders to go from west of Reserve St. to the UM. Rod Austin reported he had received a draft copy for a Hip Strip parking study. Additionally, Dennis Burns was writing a white paper to offer various proposals for developing parking in and around the Riverfront Triangle. Austin reported St. Patrick Hospital was looking to do a study of its own and this might present a good opportunity to work directly with St. Patrick on developing the area. McCarthy reported receiving calls from the Downtown Association in Lincoln, NE, as they were currently working with Crandall Arambula on bike trails. Also, McCarthy did a presentation at Lambros Realty and there was discussion regarding the creation of a façade improvement program. Finally, McCarthy noted a downtown retailer had approached the MDA about establishing a comprehensive tree watering system.

Regarding the Front & Main conversion and the engineering study, Ellen Buchanan added she and others had a meeting with Public Works and received the \$100,000 STPU funds for the study on the condition someone manage the program, which Buchanan offered to do. Buchanan added it could be possible the \$100,000 might not be enough to complete the study and, if that were the case, she would look to receive more funding from the BID and MRA. Additionally, Buchanan noted Montana Rail Link (MRL) was not currently running trains to the Bitterroot and that future use of the line is unclear.

b. Committees

- i. ***Mayor's Downtown Advisory Committee (MDAC)*** – Rod Austin said things were on hold until the open judgeship had been decided. Alan Newell asked if there were still two judges, one full time and one part time. Austin said yes, but the part-time judge reports to the full-time judge. The MDAC was looking for funds to have two full-time judges in place so they would both be independent.
- ii. ***Marketing Committee Update*** – Austin reported Colin Hickey was retooling the marketing campaign because of the loss of the Missoula Parking Commission funds, although the MPC was actively looking to get back into it as soon as possible. Austin noted Hickey had done a great job taking care of marketing since the MPC was forced to pull out.
- iii. ***Streetscape Committee*** – Austin reported the committee had not met, but would sometime over the winter to discuss next year's budget.
- iv. ***Recruitment & Retention (R&R)*** – Austin and Jessica Daniels were planning on a committee meeting in November to prepare for a presentation on the Downtown Inventory.
- v. ***Employee Committee*** – Austin reported the committee had met and information would be presented at the executive session.

c. Other

- i. ***POV Relocation*** – Dan Cederberg reported a meeting had been held earlier in the day, at the Poverello Center's request, between representatives of the Poverello Center and downtown business owners. Cederberg reported the Poverello Center had yet to make a decision, but were considering several options. One would be the Trail's End site. Another would be to remain at the current location and extend or scale back. The Poverello Center had concluded it would be very difficult to purchase the County property and expand at its current location because the County property would have to be declared "surplus property" and then, if so declared, the

property would have to be sold through a public auction. It was estimated the process would take 6 to 36 months. The Poverello Center could not predict that the County property would be declared surplus and that it would be the high bidder at the auction. Alan Newell asked if a long-term lease of the property was possible, but Cederberg indicated such a lease could only last for 10 years and, for it to be a viable option for the Poverello Center because of conditions in funding sources, a lease would need to run at least 30 years, with an option to purchase at the end of the term. Cederberg said County Attorney Marnie McClain had been asked to write a letter explaining the process for purchasing the land. McClain indicated she would, but such a request needed to come from the County Commissioners. Cederberg reported the Poverello Center was concerned about how choosing the Trail's End site might ultimately affect fundraising. The Poverello Center asked, should they move forward with the Trail's End site, if the BID would publicly support the decision and acknowledge the Poverello Center had done everything they could do before making such a decision. Discussion ensued; with the general consensus the BID would offer such support. Linda McCarthy reported the MDA had received emails denouncing the MDA's letter of support for the Trail's End site and that MDA board members had been negatively impacted as well. McCarthy also noted Missoula County Public Schools (MCPS) was getting involved as well and Superintendent Alex Apostle and other MCPS representatives would be attending the MDA Executive Committee meeting the following week to discuss the issue and the MCPS's position. Cederberg believed MCPS simply wanted to state their case and, if the Trail's End site was chosen, MCPS would support the decision. McCarthy said nobody was talking about the bigger issues, about who the Poverello Center served and how could the community care for these people who were truly in need. Ellen Buchanan noted the relocation process was too emotionally heated for such educational outreach to be effective. Buchanan believed the longer the relocation process took, the more divisive the issue would become. Cederberg added that Mayor Engen's position would be crucial to the process, but that he did not know what Engen would do. Further discussion ensued.

- ii. ***Downtown Police Officer*** – Austin reported Officer Bob Franke was doing good work on the street. Austin passed out a detailed officer report showing a breakdown of incidents. Austin was currently working on an MOU with Chris Odlin about funding the officer through next year, but Odlin had not responded. Austin believed Odlin was waiting until he heard about the Smart Policing grant. Tim France said he had heard the Police Department had already received the grant. Austin said he would look into it. Alan Newell noted the BID had not paid the Police Department for the BID portion of the Downtown Officer, but this would need to be paid after the first of the year. Dan Cederberg said there had been discussions surrounding the Poverello Center relocation about amending the BID district to include the Trail's End site (which is adjacent to the district) so the Downtown Officer could patrol that area. Austin noted the officer wasn't currently patrolling that area very often, but that Safeway had reported having problems. Austin told Safeway they needed to call for assistance, but they had failed to do so.
- iii. ***Orange Street Expansion*** – Austin reported discussions had been ongoing with area businesses and that the Food Farm was on board. Austin said if all the businesses who wanted to join the BID the last time an Orange St. expansion was explored were still interested, that would make 47% who were currently on board. Austin said the goal was to implement the expansion prior to the April tax cycle. Apart from this, Austin noted he and Maintenance Engineer Daniel Tulk would be meeting with the City about snow removal the following week.

6. Ambassadors Report: Austin reported Laurie Johnson was in Butte at a crime prevention conference and that Rick Stephens' last day was October 18.

7. Approval of August 16th Board Minutes: Dan Cederberg moved to approve the August 16th minutes. Carma Gilligan seconded and all approved.

8. Financial Report:

Alan Newell reported Robert Giblin had been doing a great job and the change in the formatting of the financial reports worked very well. Carma Gilligan said the BID should talk to the Police Department about their billing process so BID payments weren't so far behind. Newell indicated it wasn't necessarily a bad thing to just get one bill and pay it off over time, that it made it somewhat easier. Gilligan also questioned a \$3,000 payment to Berkley Northern Pacific and exactly what that payment was for. Newell said it was for insurance. Newell asked the board for any comments or suggestions regarding document formatting, but indicated everything was running smoothly.

9. Trustee Comments: Linda McCarthy invited the BID board to attend the MDA strategic planning session on November 3 from 4-7 pm at the Garlington Building.

Tim France questioned whether the BID needed to hold a strategic planning session. Ellen Buchanan said it probably wasn't necessary currently, but as urban planning progressed, it should be revisited. McCarthy added the Missoula Economic Partnership (MEP) had gone through an RFP process regarding branding and were currently working on grant writing. Buchanan added the MEP would be holding a strategic planning session the following day.

France thanked McCarthy for the thank you card she sent to the BID board for the BID's support of the streetcar study.

Finally, McCarthy invited the BID board to the MDA Downtown on Tap to be held on October 25 at the Canyon Club at Washington-Grizzly Stadium. McCarthy noted this would be a special event featuring UM President Royce Engstrom and Vice President Jim Foley and local legislators.

10. Meeting Adjournment: 4:23 pm