

Downtown Business Improvement District of Missoula
Board of Directors Meeting Minutes
Tuesday, April 17, 2012
ALPS Conference Room (111 North Higgins 2nd floor)

Attending: Charlie Beaton, Dan Cederberg, Ellen Buchanan, Carma Gilligan, Rich Huffman, Alan Newell, Laurie Johnson

Absent: Tim France

Guests: Linda McCarthy, Brent Campbell

The meeting was called to order by Vice President Charlie Beaton at 3:10 pm. Beaton presided over the meeting with the absence of Board President Tim France.

Lighting District Study by Brent Campbell, WGM Group

Buchanan provided a brief overview of the Downtown Master Plan and its consideration for lighting. Changing to pedestrian scale lighting, lighting underneath awnings and replacement of cobra heads has historically been a significant improvement in other downtowns. The perception of safety is relevant, and the creation of housing will be essential to have quality lighting, as well as strengthening our retail core. Seen on North Higgins, the new lighting provides better color, better quality and more light. With revenues left over from that project, the city and WGM Group studied downtown lighting districts and how to fund new lighting with lighting improvement districts.

The community needs for lighting include safety, energy efficient, reduced light pollution, improved quality of the living environment and reduced liability, and estimated costs to replace all the lighting is around \$5 million dollars. Existing lamps are high pressure sodium assembled with a patchwork of SILD (Special Improvement Lighting Districts). LED lights could offer as much as a 30% reduction in power consumption. Campbell's presentation offered a look at lighting in Downtown from Waterworks Hill and showcased the differences between lighting on Higgins and lighting on other Downtown streets; it also showcased the differences between the old and the new lights on North Higgins. There are a significant number of lighting districts implemented over the last 100 years with a lot of intermixing. Beaton encouraged the changes include the Hip Strip and questioned the potential lighting changes on the Higgins Avenue Bridge.

Contributing a significant amount of its own resources to develop the study, WGM Group created some potential lighting standards for different intensities with more lighting in the commercial areas, moderate lighting in intermediate areas, and less lighting in residential areas. Reflects and hoods can direct lighting to appropriate areas and reduce spillage into residential areas. Missoula currently does not have lighting standards, but the Montana Department of Transportation (MDT) does. Lighting uniformity means continuity in lighting rather than high in some areas and low in other areas. Broadway, especially East Broadway, has a lot of light and dark patches. Different luminary types provide different energy savings, light quality and variances in directionality and dim-ability. Metal halide is the type of

lighting that was installed on North Higgins; LED might be a better option in the future. LED reduces power consumption 20-50%; they are directional, dimmable, and programmable and have a longer life, but they cost about \$500 more per fixture. Technology in lighting continues to change and evolve over time. Campbell showcased the financial analysis differences between high pressure sodium, metal halide and LED lighting. Existing SLIDs generate \$46,800 of revenue per year, but it includes a perpetual lease of the fixtures from Northwestern Energy. New SLIDs would include a 20-year bond to purchase and own the street lights with ongoing SLIDs to cover operations and maintenance. There could be opportunities to partner with other entities – Missoula Green Blocks as one example – to help fund the lights. Northwestern Energy is required by the Public Service Commission to spend a mandated amount of dollars on energy efficiency. Montana continues to have inexpensive power – 6 cents per kilowatt.

In summary, the questions to answer are: Can downtown property owners and business owners bear the additional costs. Is there a desire to do so? Should the land owners pay the majority of the cost, or should it be spread out over a largest constituency? It's possible that lighting district assessments could increase by potentially three or four times what property owners currently pay today. The districts could be allocated on property values instead of parcels or frontage, and there could be an assessment configuration that draws from more than just downtown. Currently, the lighting on North Higgins is metered and is paid from the city's general fund. One advantage would be to get all property owners into one lighting district paying the same formulas, and the potential increase in property values would be a second advantage. Evening hours of operation in the wintertime would be positively impacted by improved lighting. With the goal to leverage a 7-to-1 additional investment, the \$5 million dollars expenditure should generate \$35 million in additional investment and redevelopment in downtown.

Ratepayer Breakfast

Staff presented the packet of documents to be distributed to the ratepayers. Gilligan suggested adding property owners to the documents where appropriate and to update the contact information and terms for board members. Under Downtown Business Improvement District (BID) Accomplishments, Gilligan suggested adding some detail on a couple of items listed. Johnson will add some Ambassador statistics where appropriate, as well as some key actions such as implementation of downtown foot patrol and the closing of the Salcido Center. She will also develop some charts and graphs for presentation in color. Cederberg praised Johnson's conversion from line-graph to bar-graph. Feedback on Johnson's statistics indicates that Judge Jenks has improved accountability for those who have to go to court. Gilligan offered to help staff assemble packets in preparation for the meeting. Conversation centered around how much time each individual has to present and how much time there will be for Questions and Answers (Q&A).

Downtown Inventory Expenditures

Newell gave an overview of the written summary drafted by Jessica Daniels and presented to the Business Development Committee. BID has some unallocated funds still in the budget, but the Missoula Redevelopment Agency (MRA) and the Missoula Downtown Association (MDA) have some restrictions. **Newell made a motion for the BID to allocate \$8,500 of approximately \$14,000 in this year's FY2012**

budget towards the recommendations on the proposed work plan recommended by the business development committee. The majority of the expenses will be to take the inventory data and create a conceptual product that can sell downtown, as well as pay for a contracted service provider to maintain the database. Cederberg seconded the motion. The motion passed unanimously.

Director's Report

Downtown Master Plan

The Downtown Master Plan (MP) Implementation Committee presented Master Plan Accomplishments to the Missoula City Council on April 9 and received a lot of positive feedback from council members. Buchanan reported that she has received the agreement between MDT and the City of Missoula to move forward with an engineering study for the conversion of Front & Main streets. She anticipates MRA will be able to do a Request for Proposals (RFP) in the near future.

Park Place Parking Garage

Additional concrete pouring occurred today, and the structure is taking place. Samples of skin should arrive shortly, and about 3,500 square feet of space will hopefully be filled with a proposed food and beverage business. Buchanan reported that it could potentially be possible to regain the opportunity to install solar panels, as originally planned. Because the project is publicly funded, the One Percent for Public Art is required. The second call for Public Art Submissions was distributed this week; the first call drew seven submissions from 35 artists who were invited to submit a proposal. It would be good if the local media could remind that public of the ordinance.

Committee Reports

Orange Street Expansion Update

Austin reported that some property owners are not returning calls and sending their signed petitions back. It's possible that expansion into that commercial strip may not happen if there isn't stronger support. Midas and the Missoula Independent are still strong supporters.

FY2013 Budget Preparation

Austin referred to the proposed FY2013 budget, but pointed out that the document didn't print appropriately. The city has a preliminary budget, and a final budget will need to be submitted in May. Huffman inquired about showcasing actual and budgeted items from the previous year in addition to proposed numbers for the next year. Austin indicated he would email the document out to the board tomorrow.

Main Street Resurfacing & Water Line Replacement

Mountain Water presented its water line replacement project and indicated the bids will be let in mid-May. Once the project has been awarded, they will notify all business owners and schedule regular meetings for stakeholders.

Ambassadors Report

Johnson reported that she is part of the Crisis Intervention Team (CIT) is interested in participating in a training session in Helena in May. Rick Stephens will return to work in early May. Bob Franke is back on the clock, and we have some new visitors in town with large backpacks. It's always different every day, said Johnson. The Missoula Downtown Advisory Committee (MDAC) Built Environment Committee is still working on the feasibility of public restrooms, and Donna Gaukler will be presenting at the next meeting on her recent research.

Approval of Minutes

Gilligan suggested all acronyms are spelled out, noting Missoula Parking Commission (MPC) and the Missoula Economic Partnership (MEP), as well as the Transportation Policy Coordinating Committee (TPCC); McCarthy agreed to make the suggested corrections. **With those noted changes, Cederberg moved to approve the minutes; Gilligan seconded. All voted to approve the minutes with noted changes.**

Financial Report

Newell reported that the financials look pretty good, and the BID is keeping within budget. Austin noted a check that remains unprocessed that leaves the balance sheet off balance. Giblin will get it reconciled soon.

The meeting was adjourned at 4:55 pm.