

**Downtown Business Improvement District of Missoula  
Board of Trustees Meeting Minutes  
Tuesday, January 17, 2012  
ALPS Conference Room  
111 North Higgins (Second Floor)**

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

**Absent:** Rich Huffman

**Staff:** Rod Austin, Patrick Ryan

**Guest:** Linda McCarthy, Executive Director MDA

1. **Meeting Commencement:** 3:07 pm
2. **Introduction of Guests and Public Comment:** N/A
3. **Election of Officers:** After minor discussion, Alan Newell moved to keep the same slate of officers for 2012. Charlie Beaton seconded and all approved.
4. **Missoula Police Department MOU (Action Item):** Dan Cederberg noted language had been added to the MOU regarding the City's Affirmative Action Policy. Ellen Buchanan said this language was included in most City contracts and, because the BID is part of the City, it made sense to include it in the MOU. Discussion ensued about what impact, if any, this language had on the MOU or BID responsibilities under the contract. Tim France said it was just necessary the board knew about the inclusion of the language. **Dan Cederberg moved to approve the MOU and having Tim France sign. Alan Newell seconded and all approved.**
5. **MDA/BID Maintenance/Facilities Staffing Proposal:** No report.
6. **MDA/BID Office Contract:** A final draft of the office contract was included in the board packets. Rod Austin noted it was essentially the same contract the MDA/BID had been operating under previously. The most significant changes were increases in staff salaries, which the MDA board had approved. The BID portion was 33%. Linda McCarthy said this was a six month contract and that Robert Giblin had researched all the costs to arrive at exact amounts. McCarthy noted the Marketing Director's salary had decreased significantly with the change in personnel. The increase in the bookkeeper's salary had increased due to an increase in hours from 30 to 40 per week. The overall increase amounted to \$45.00 per month. Alan Newell asked why it was a six month contract and McCarthy noted the MDA and BID operate on different calendar years. **Alan Newell moved to approve the contract. Charlie Beaton seconded and all approved, with Dan Cederberg abstaining.**
7. **Director's Report**
  - a. **Downtown Master Plan Update:**
    - i. **Front & Pattee Parking Structure:** Ellen Buchanan reported there had been a lot of discussion about the commercial space. Concrete was still being poured and, if all went according to plan, the pouring should be completed by sometime in May. Design for the retail space on the corner was moving forward. Buchanan noted some space in the structure was being blocked out for duct work to accommodate the possibility of a commercial kitchen in the space. Discussion ensued.
    - ii. **Implementation:** Rod Austin reported the wayfinding committee had met with Mayor Engen to discuss the possibility of the City taking over the signage once it was in place. Ellen Buchanan reported Dennis Burns had been engaged to conduct a parking study around St. Patrick Hospital

and the Riverfront Triangle. Discussion ensued about the possibilities of a hotel and/or a mixed use retail space at the Fox site. Buchanan noted parking issues would be the key to development in the area and parking would most likely have to underneath the structure. Linda McCarthy noted Brent Campbell would present a report to the Implementation Team on a lighting study WGM Group had recently completed. Charlie Beaton asked if the study had included the Hip Strip and Austin said he believed it did. General discussion ensued about the possible sale of the Wilma Building and Florence Hotel, as well as ongoing development of the Mercantile.

**b. Committees**

- i. ***Recruitment & Retention (R&R)*** – Rod Austin reported the committee had not met, but the Downtown Inventory had been distributed to about 11 people and meetings were being set for discussions.
- ii. ***Employee Committee:*** Austin reported Ginny Merriam said the Mayor’s office was looking for ways to fund the lack of money Real Change would lose once the Mosley’s were no longer contributing. Austin noted, however, it might be beneficial to talk to Paul Mosley to see if he would be interested in continuing investing in the program given how successful the HOT Team had been.

Linda McCarthy noted the MDA’s Winter BrewFest was scheduled for February 11 at the old Safeway Building. St. Patrick Hospital was donating the space for the event. Thomas Cuisine Management would be catering.

McCarthy also reported retail surveys had been distributed to downtown businesses and asked those retailers on the BID board to make sure they completed and returned the surveys by the end of the week. McCarthy said this was being done in response to dissatisfaction amongst retailers about MDA support. The MDA was exploring ways to engage with retailers and provide more support and assistance, perhaps in the form of promotions, calendars and unified hours of operation. The survey was intended to help identify these possibilities.

The MDA was also preparing for a meeting with City Council members. McCarthy also noted the County Commissioners were holding a meeting on Thursday from 4-6 at the Garlington, Lohn and Robinson building.

Austin said the BID Ratepayer Breakfast would probably take place the 2<sup>nd</sup> or 3<sup>rd</sup> week of April and the Downtown Inventory, Downtown Police Officer and Ambassadors would be part of the agenda for the breakfast. Discussion ensued about possible locations.

**c. Other**

- i. ***Orange Street Expansion*** – No report.

**8. Ambassadors Report:** Laurie Johnson noted she was on a subcommittee of the Mayor’s Downtown Advisory Committee and there were ongoing discussions about having outdoor toilets in the downtown area. Johnson also reported she had seen some new homeless individuals downtown and this might be due, in part, to the fact the Downtown Police Officer was no longer on the street. Discussion ensued about the Occupy Missoula camp finally being removed from the Court House lawn. Further discussion ensued about the possibility of getting a story out to the media about the effectiveness of the Downtown Police Officer, the HOT Team and the increased statistics showing how much better downtown was doing.

**9. Approval of November 16th Board Minutes: Dan Cederberg moved to approve the December 20th minutes. Carma Gilligan seconded and all approved.**

**10. Financial Report:** Rod Austin reported the City and BID staff had met to discuss how the City assessed the BID financial numbers. Alan Newell said the BID had a pretty good handle on their numbers, but there was a need to be in sync with the City. Austin reported the need for the City to understand how the BID manages their books and deals with accounting and make sure all future City/BID financial workings were consistent. Tim France questioned a payment to the MDA listed on the check detail. The amount was for \$2458.00. Carma Gilligan noted this was a combined payment for one month's payment on the MDA/BID contract and the joint marketing campaign.

Apart from financials, Charlie Beaton asked what would happen with the clock if the Florence Building sold. Dan Cederberg said any future owner would be required to keep the clock and couldn't change the clock.

**11. Trustee Comments:** Tim France said Mike Muncie wanted him to bring up a petition to mitigate coal dust. Discussion ensued.

Charlie Beaton announced there was a Hip Strip property owner's meeting on Wednesday. This would be an open meeting between business owners and the neighborhood to discuss possible changes in the area, especially regarding parking. Discussion ensued about other development projects in the area.

**12. Meeting Adjournment:** 4:35 pm