

**Downtown Business Improvement District of Missoula  
Board of Directors Meeting  
Tuesday, May 15, 2012 from 3-5 pm  
St. Patrick's Hospital Conference Center Room #3**

**Present:** Tim France, Charlie Beaton, Ellen Buchanan, Dan Cederberg, Carma Gilligan, Rich Huffman, Alan Newell, Laurie Johnson

**Guests:** Linda McCarthy

The meeting was called to order by President France at 3:15pm.

**2013 Budget**

The proposed budget for FY2012-2013 was presented; staff gave an overview of the document and emphasized shared responsibilities with the Missoula Parking Commission (MPC) for policing and with the Missoula Downtown Association (MDA) for facilities staffing. As usual, the assessments income will not be truly known until after the budget year commences. There may be an ask in the near future from the Wayfinding Committee to help fund the wayfinding planning process and from the Poverello Center to help fund the relocation, and potentially from the Caras Capital Campaign to assist with completing the campaign.

Gilligan inquired about how Jessica Daniel's time on the business development work is being covered. MDA is covering her time, but the hard costs are coming from the business development budget.

Newell spoke to the negative balance on the budget and noted the contingency line item of \$20,000. Once the city finance department has communicated the real assessment financials, it is likely that negative balance could convert to a positive balance. There will be carryover of funds from FY2011-2012 into the next year's budget, but that amount is undetermined at this time.

Gilligan asked about the status of the residential rebates that are not noted in the budget; staff indicated they would add that line item and indicated an estimated six residents will likely seek rebates.

Policing services will see some funding come from the Missoula Parking Commission. This lends itself to the value of partnerships established by the BID. When the BID gets billed for policing, the BID bills the MPC for 50% of the cost.

Newell moved to approve the budget as presented with future modifications in revenues and residential rebates. Cederberg seconded the motion. The budget was unanimously approved by all.

## **Ratepayer Breakfast Review**

General feedback on the April event was positive. Daniels was praised for her presentation and ability to communicate the value and importance of the Downtown Inventory. The food was very good, and there were several positive comments about it. Officer Bob Franke presented well, and there was positive feedback about that from the ratepayers. Although the RSVPs were not as robust as hoped, attendance was about the same as last year. Gilligan shared that she called 88 different property owners to peak their interest and seek their attendance. People seem to be pleased with what the BID is doing, and it would likely be a flashpoint item (such as rezoning maybe) that would draw significant interest. Estimated attendance was 20-30 people outside of the board and staff members. Maybe a relocation of the meeting from April to February might draw additional attendance in future years.

France sought feedback on general ratepayer communications. Staff suggested the email communications might be helping and suggested adding the BID Board to the BID Ratepayers distribution list.

Gilligan suggested that many recipients on the email distribution list are property managers, not necessarily owners. Beaton feels the communications are varied in terms of mode and distribution. Newell suggested property owners want their managers to attend. Survey results indicate clean and safe programming are still the primary priority.

## **Director's Report**

### **Park Place Parking Structure**

Buchanan reported that the concrete pouring on the decks has been completed. Evaluation of skin panels is still in play. Dennis Burns, parking consultant with Kimley-Horn, is in town this week for parking consultation meetings on the Riverfront Triangle, talked today about the divergence in skins and how they relate to the cost per space or cost per square foot.

Questions centered on the retail space and the status of the contract. May 15 was the deadline for the parties to accept the condominium documents.

### **Master Plan Implementation – Wayfinding**

The Wayfinding Committee has received commitment from Mayor Engen to allocate \$25,000 towards the planning process and the consultant expenses. The MPC has allocated \$10,000 and intends to require some mandates related to parking. Beaton inquired about what the outcomes of the planning process would be; staff indicated the outcomes would include public buy-in, design standards, inventory of current signage and potential modifications, recommendations on sign locations and subject matter, potential funding sources, and a strategy for implementation. Conversation centered on the online aspects of wayfinding and how they interplay with other online tools such as Google maps.

Newell spoke to a communications he sent out recently regarding a professional from Florida who will be in Missoula next month and who could give us more information. NextExitHistory.com populates its

website with mostly historical information, as well as other important cultural information. It's an open source product that will eventually have a license for use. Electronic communications and maps will likely be part of the package. The ability to screen vast amounts of data and interpret the data using algorithms is the baseline for the work being conducted by Terra Echos, a local downtown business.

More information is needed for this body to understand what wayfinding is and what the process and end product will be. It was agreed that the Wayfinding Committee should present a formal request at the June meeting.

## **Committee Reports**

### **Business Development**

With the goal of meeting next week, the committee is moving forward with a webpage and electronic brochure. The development of the content was approved at the BID board meeting in April. Partners Creative has been employed to help develop the collateral. The committee will have the opportunity to ask questions and steer the direction of the project as appropriate.

### **Other**

#### **Orange Street Expansion Update**

A new physician at Vibrant Hearing has shown significant interest in supporting the BID, so the interest and activity has increased recently. While there are divergent viewpoints, it seems there are some property owners very interested in BID services. Apparently Orange Street Food Farm is on the market.

#### **Main Street Resurfacing / Mountain Water Line Replacement**

The Mountain Water project will commence next Monday, May 20, and they will be using a pipe bursting method to replace the 98-year old water line. The project will run from Orange Street east to Madison. Gilligan reported that it will cost her an estimated \$30,000 to replace her service line due to the need for hand digging. she is substituting two four inch lines for sprinklers, and she's looking at one 1-inch water line off of each 4-inch line.

Last week's public meeting on the project indicated that service lines would be an estimated \$5,000 to \$15,000 per line. Mountain Water is doing all it can to keep the public informed, and will be hosting weekly construction meetings each Monday at the MSO HUB. The project will go block-by-block with each block taking approximately one week. Mountain Water has offered to bring in porta-potties and bottled water when they have the water turned off. Property owners are not required to replace their service lines, but there are motivating factors for owners to do so (i.e. age of lines and penalties for digging up the concrete in the next two years).

### **Marketing**

Mary Ellen Campbell met with the Marketing Committee last month, and the committee will look to seek her services to assist with branding and marketing for Downtown Missoula. A primary consumer of Downtown, Campbell had some great input on today's current marketing, including positive feedback for MDA's efforts to seek unified hours of operation.

### **Facilities Staffing**

Although it is slow going right now, we're hanging the flower baskets on May 17, which means we'll be watering on a daily basis. Daniel Tulk's activities are increasing, and he's going to train Bill Center on garbage removal in the near future. The next item will be to train Center on graffiti removal and power washing. Beaton had positive feedback on Tulk's power washing.

Austin ordered three more garbage cans and four more cigarette butt containers. The new garbage cans will be located near the new parking structure, on the corner near D.A. Davidson. Two more liners and two additional lids were ordered to replace broken lids. There are only a couple of cans in Zone 2, one near Safeway Grocery Store and one in front of Bernice's Bakery. Buchanan suggested keeping the new cans contiguous within zone one and relocating the older, square cans to zone 2. One example is right in front of the Union Club.

A copier in the office has broken down, and the BID is paying 50% for a new copier. Austin is taking things home to print and copy right now. It will copy, fax, print and do both color and black/white.

### **Ambassadors Report**

Johnson reported she is rolling out the Real Change campaign next week. Most of the carafes are in good shape since she washed and re-labeled everything last year. The matching funds for the 10-to-1 program are still in place for one final year. New shoes will be purchased for Johnson this year, but the ambassadors will not need new uniforms.

Johnson will be attending the CIT (Crisis Intervention Training) next week in Helena. The keynote speaker is the person who created the program. Beaton recommended the BID reimburse travel expenses. Cederberg motioned to reimburse Johnson for her travel time to Helena at 55 cents per square mile. Beaton seconded the motion; all approved.

Downtown Missoula is getting hammered with graffiti right now. There are two individuals primarily responsible and tagging everything in broad daylight. More than 60 tags on street lights have been documented just this week. Rob Scheben has more than 60 emails from Rick Stephens. The BID wants to raise the level of graffiti issues to a higher level. City police have ordered cameras to be located and relocated to variable areas since vandalism has escalated to an extremely high level.

Parks & Recreation is interested in painting the Orange Street Underpass all white, and then will install cameras to see if there is opportunity to catch the vandals. Franke will do a little reconnaissance this summer on graffiti tagging.

The recent tags regarding MCPD have ceased, and the tags on the Century Link building have been cleaned up. That property is one of the most highly-priced buildings in Downtown due to the telephone switching equipment. Staff is seeking to set up a tour of the building for the BID board.

Cederberg inquired about the influx of travelling transients. Johnson indicated it's better than it's ever been. Beaton talked about the differences in transient population between 2010 and 2012 and the enormously positive changes that have occurred in the last two years, most likely due to policing efforts, enforcement and the new municipal court leadership. One of the tipping points on this issue is the new judge – Judge Kathleen Jenks. France reported that high gravity beer sales are down 18% at Worden's Market, which is directly impacted by the lack of transients on the streets. The more the negative clientele relocates, the more positive clientele will replace that.

### **Approval of April Minutes**

With no suggestions for improvements, Buchanan moved to approve the minutes. Cederberg seconded, and the minutes were unanimously approved.

### **Financial Report**

Newell reported on the cash flow projections, and Austin noted there were two different documents for each budget year - the current and the upcoming. Robert Giblin was praised for his detailed efforts in managing the BID financials.

In response to inquiries, Austin reported that the BID will be borrowing the county sweeper again and will be working in the public realm with the sweeper in the next few weeks.

Cederberg noted that the Finance Committee is pleased with the projected ending balance and the actual ending balance and how close they are to each other. The variances between the two numbers have been higher in past years. Austin reported that Giblin is getting a better response from the City's finance department staff, so the income numbers are a bit more precise and timely.

### **Announcements**

France reported that Mike Munsey was praising the work of the Downtown Clean Team recently. He is delighted with the service and oftentimes provides sodas for the members of the Clean Team. In staff review of the Clean Team activities, it appears the northwest corner of downtown is getting quite a bit of attention.

A number of BID board members are meeting with the Poverello Capital Campaign Committee tomorrow. The launch last week announced that Wishcamper and Engen are co-chairing the fundraising committee. Wishcamper announced his gift of \$50,000 to the campaign, which is seeking to raise \$1.6 million to build the new shelter. Cederberg expects there will be a formal ask from the BID to contribute to the campaign. The Poverello is expected to list its current building on the market in the near future; it was appraised at somewhere between \$400,000 and \$500,000. Conversation centered around who

might consider purchasing the property and for what potential uses. It's possible that the parking commission could potentially purchase the property to hold it for a future parking structure.

Parking revenues with the new ticketing system have increased, and meter revenues are up as well.

Staff announced the hiring of Julie Walsch, the new administrative assistant for the MDA, who will start work on May 21.

Gilligan announced that she was pleased with the results of the Downtown Inventory and shared that the results have helped her renegotiate a her lease with the future tenants of her building.

The meeting concluded at 4:50 pm.

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