

**Downtown Business Improvement District
Board of Trustees
Tuesday, September 18, 2012 from 3-5 pm**

Attending: Dan Cederberg, Carma Gilligan, Charlie Beaton, Alan Newell, Tim France, Rich Huffman

Staff: Rod Austin, Laurie Johnson, Julie Walsh

Guests: Linda McCarthy

The meeting was called to order at 3:07 pm.

Introduction of Guests and Public Comment

There was no public comment or introduction of guests at this meeting.

Expansion of BID into new POV location (Austin) Action Item

Austin reported that he and Dan Cederberg have been considering including the new Poverello Center location into the Downtown BID. This site, the former Trails End Bar, is on the western boundary of the current BID. The Pov will pay \$200 because it is a nonprofit. There is controversy about the neighbors in this area joining, so it is important they understand the services the BID provides. Austin added if the Pov comes into the BID, the Ambassadors will make trips over there 2-3 times per week. Cederberg suggested talking to everyone in the area to assess their interest in joining, writing letters to all if there are time constraints. The area we will target is Toole Avenue on the northern boundary, the river on the south, and Burton Street on the east. Cederberg said if no other properties agree to join the BID, the Pov will just be served. Austin added that this addition will not be more than \$1,000 in revenue for the BID; it is mostly the good will of appeasing the fear associated with the Pov moving. Beaton expressed concern for the disconnect between the Trails End area and the Hip Strip, as he feels the BID does not patrol enough on the Hip Strip already. Newell added that he is nervous about the increased demand on staff. He is in favor of the idea because it will help the Pov, but he thinks it might be too difficult. Beaton said bringing in more revenue would allow the BID to hire another ambassador. Austin added more geography will bring in more revenue, yet Newell said that should be assessed ahead of time.

Johnson mentioned summer is the busiest time for ambassadors, though there are times that allow for moving around to patrol other areas. Rick often rides his bike, and that seems like it would help a lot. Johnson also acknowledged the Homeless Outreach Team (HOT) based out of the Pov. Ambassadors and the HOT branch out from different areas. Newell mentioned he likes having the connection with the Pov. Austin added most of the problematic people will be down by the river, not at the Pov. Huffman said the Orange Street expansion paired with this one is going to work Laurie and perhaps put Rick on year-round. Beaton said another possibility is hiring three staff in the summer and keeping Laurie the sole year-round ambassador. **Gilligan recommended bringing the Pov into the BID if they accept the invitation. Cederberg seconded, but Newell asked to clarify that we first assess the interest of the whole block. Beaton added that he would like to see numbers.** Cederberg said it might be smart to vote now, because it will help them get fundraising. He added the BID will have to deal with the Pov whether it is in the BID or not. France said it does not stretch us too far just to include the Pov.

McCarthy added from an internal perspective, the demand for ambassadors has decreased, so there is the time to add extra area to their patrol without adjusting the budget. France remarked that Ranke, Beaton and Austin should have a conversation to get police patrol on the Hip Strip more often. Huffman voiced his concern the the Pov is too far away and it will dilute the BID's effectiveness downtown. He said he would more likely support it if the BID first studied the impact of taking in that many new blocks. Johnson said it is a matter of educating Franke on priorities.

France then called for a vote. **Gilligan motioned to include the new Poverello Center location in the Business Improvement District. Cederberg seconded the motion, and al voted in favor except Beaton and Huffman. The motion passed.**

Update on Staffing (Finance Committee/Austin/McCarthy)

Austin reported with Robert moving on, Newell has started the conversation about what to do about structuring staffing to maintain continuity. The MDA has similar concerns. Austin said it is important to look at how we can add benefits and increase salary to our staff now. Newell remarked it has been considered to put a committee together to look at how other communities' MDA-BID relationships work. Austin mentioned a step in the right direction is getting more out of facilitates and maintenance staff. That will benefit both organizations. Newell said there have been various contracts back and forth, and that it is time to look holistically, such as five years from now. Austin added that no matter what direction a change geos, there will still be two distinct identities for each organization. The BID has done a lot of really good things, making downtown clean and safe. Laurie's workload has changes, so there are a lot of things that can get done downtown that should be expanded on through collaboration. Newell added there is a good chance for collaboration between boards. Austin said an example is Spokane, which has a serious program with well-paid directors. Newell suggested drawing up a list of questions for gathering information that both organizations can use. Austin mentioned this is not an action item, but Newell added the BID finance committee can represent the BID, and McCarthy can appoint people from her executive board.

Director's Report (Austin)

Downtown Master Plan-Update

Park Place Parking Structure - Buchanan was not present to report, but Austin reported the parking structure may likely not be done until December. The steel provider has delayed delivery. The retail space is not yet enclosed. France said that business owner says he will be open in April at the earliest. The skin on the north tower is starting to go up, it is called Swiss Pearl. This project is taking much longer than expected. The architect would like to see photovoltaic panels on the sides to provide 80% of the electricity.

Implementation – McCarthy reported a request for proposals (RFP) went out last week for Wayfinding designs. Two firms have followed up, and proposals are due October 22. A steering committee is being formalized. Missoula County could not offer financial support, but \$75,000 has been raised. Austin said Wayfinding is a city-wide project, and people from all over town should be involved.

Austin said the committee is reevaluating 5-10 projects for the upcoming year. One thing might be direction on residential. McCarthy said she attended a presentation last month on lighting the Higgins Avenue Bridge for decorative purposes. Orange Street would be the second choice bridge if Higgins does not work. We should continue to work with Missoula Urban Transportation District (MUDT) on bridge improvements, a long term issue. Also, we are trying to develop better housing in our urban core. The Missoula County Public Library wants to expand on its current space, but the county commissioners disagree, so we may have to weigh in on it. Austin said we should see the result of the parking study soon, and the Caras Park Improvements Committee is moving forward with building the prototypes for the new pavilion walls. The Missoula Redevelopment Agency (MRA) board voted to build out Wyoming Street, which will become a East-West road north of 3rd Street and south of the River. This should spur development in the sawmill district. Austin added there is discussion about Missoula Parking Commission (MPC) expanding to serve that area. Discussion about downtown businesses ensued.

McCarthy said Montana Community Development Corporation (MCDC) will be hosting Downtown on Tap in September at their new location. MCDC has helped 120 businesses.

McCarthy reported the Missoula Downtown Association (MDA) has been asked to present at the North Dakota Downtown Conference. Missoula is a model to follow. This conference is October 15-18, and Montana's is October 23-26. McCarthy said she is presenting about Downtown Master Plan Implementation and leadership.

Discussion on the Missoula Mercantile ensued.

Committees-

Business Development Committee (formerly Recruitment & Retention) -

Employee –Working on reviews

Streetscape-Carma report

Marketing-Update on workshops

Ambassador's Report

Financial Report

Trustee Comments

Meeting Adjournment

