

Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, February 15, 2011
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

1. **Meeting Commencement:** 3:04 pm
2. **Introduction of Guests and Public Comment:** Rod introduced MDA's new administrative assistant Patrick Ryan.
3. **Real Change Recipient:** Rod states that he was introduced to this program by Jason Weiner. Jason said there wouldn't be enough funding, but lends itself to what BID wants to do downtown. Rod agrees. Real Change would seek to address the hardcore homeless problem. Mayor's Downtown Advisory Committee working on getting numbers for how much is being currently spent by police, fire, and St. Pat's to deal with the problem. Rod said that those numbers should come through in a few days. Rod stated that St. Patrick's Hospital spends about one to two million a year on homeless expenses. Police and Fire departments don't keep a record of such charges. Rod states that ambulance services track this. Tim stated that such a program provides a savings of approximately \$31,000 per person. Rod stated that BID provided \$15,000 last year, including Mosley's contribution (\$10,000 from Moseley, approximately \$5,000 from contributions). Rod would like to see this money go to the HOT program. He noted that Mosley hasn't agreed to this, but he is talking to them. Carma asked if this was ongoing or just another study. Rod assured that the program is ready to roll out now, but they are still about \$5000 short. Rod talked with Susan Kramer at United Way and she said that if BID redirects the money, she'll come up with the rest. Ellen and Alan were interested in the rationale for not funding this previously. Rod was concerned about what the POV program is doing and how it works. Ellen wanted to know how the money would be allocated and whether this would be a POV program, although she questioned whether the POV was spreading itself too thin. Ellen was also concerned about where the rest of the funds would come from. Rod said he believed the funds would be matched.
Dan wondered about the appropriate way to engage the agencies that will consequently be underfunded (Salvation Army, Food Bank) and suggested that perhaps they be given the opportunity to present arguments for funding continuation. Ellen said she thinks Real Change becomes part of the Mayor's Task Force and, rather than set up the agencies to compete, the Task Force drives the decision.
4. **Election of Officers:** General discussion of whether Tim will serve again. Ellen and Alan both ask him if he's willing to do it again. Tim agrees. **Ellen called the question and all approved.**
5. **Ratepayer Breakfast:** Rod suggested it take place in April. Discussion ensued about when and where. Dan and Carma suggested Thursday, April 21, at 7:30am. Tim asked Rod to prepare an agenda. Dan suggested that Mayor's Executive Director attend. Ellen agrees or there might not be a point in having it. Agreement to revisit the issue after Rod gets the agenda going. Ellen suggested that someone from Octagon attend and all agreed. Rod will contact Octagon. As a time saver, Tim suggested that hand-outs could replace presentations. Discussion ensued.
6. **MDA Contract:** Rod reported that it's the same contract as before, although some salaries are raised. Carma inquired about the efforts to hire a Bookkeeper and a Marketing and Events Director. Rod said they are going to make an offer for the Bookkeeper and they are close to the M&E Director. Rod asked for a motion to

approve the Contract. **Ellen moved that we accept the contract as presented. Charlie seconded and all approved.** Discussion ensued about MDA and their finances, including discussion of moving the MDA and BID offices to a new, less expensive location. Rod noted that we don't have a signed lease contract with Community Bank and are not necessarily locked into the current location.

7. **Caras Park Campaign:** (Agenda item set aside until Linda McCarthy arrived.) Linda arrived at approximately 4:30 and gave a PowerPoint presentation regarding the Caras Park Campaign (CPC). Linda said that MDA has raised \$101,000 and indicates that MDA needs \$125,000 either in the bank or pledged to initiate construction on March 1. Alan asked if we had that amount. Linda said that we're not there yet, but she is confident this financial goal will be met and construction will begin on schedule. After presentation, Linda asked the board to make a financial contribution to the CPC of \$5,000 each year over the next three years. After Linda departed, discussion ensued about the contribution. Tim indicated that the board is in favor of contributing to the CPC, but the question arises of where the money will come from. Discussion ensued about the problems with the BID financial situation. Alan noted that there are discrepancies between the BID books and the city's. There is a need to reconcile the books before we can commit to a long-term contribution. Rod pointed out that we've *never* reconciled our books with the city's since "day one." Rod suggested hiring Shari Oliver from Galusha, Higgins and Galusha to straighten out finances and reconcile the accounts. Ellen asked if Shari will be talking to the city directly. Rod and Alan say maybe, but not right away. Ellen suggested that we need to understand how the discrepancies occurred so they can be fixed before talking with the city. **Charlie made a motion to hire Shari Oliver with a cap of \$1000. Dan seconded and all approved.**

Returning to Caras Park Campaign pledge, Carma suggested that our initial commitment last one year and then we wait to see what the next year's budget looks like before we pledge more. Dan agreed and pointed out that we budgeted a contingency of \$20,000 (reflected on Profit and Loss Budget Performance) that would allow for this pledge. **Carma made a motion that BID pledge \$5,000 for one year. Alan seconded and all approved.**

8. Director's Report

a. Downtown Master Plan

- i. **Front & Pattee Parking Structure** – Ellen reported they are still working through design issues. She is meeting with Holiday Inn soon. Their goal is to split construction into two separate periods, but the schedule will be tight. Rod said there are 340 spaces on four levels (including basement). Discussion of size and design ensued.
- ii. **Implementation** – Rod reported that they are getting organized and need to get a list of priority items nailed down.
- iii. **County Sweeper** – Rod reported that he paid the county \$200 for the sweeper. He also noted that the county stores the sweeper and it can't be utilized until the weather gets warmer. Discussion of usage ensued and Rod reported that the sweeper can be used on bike lanes, alleys, sidewalks and parking lots.

b. Committees

- i. **Mayor's Downtown Advisory Committee** – Rod noted that the big thing is the Poverello Center grant. Discussion ensued about Paul Carlson's presentation to the committee. (Carlson came from Seattle, where he worked with HUD.) Rod reported that Carlson pointedly told the committee that social service people must abandon turf wars and work together on the homeless problem.
- ii. **Marketing Committee Update** – Rod says that Julie Weaver was putting together strategic planning information before she leaves. Tim noted that once a blueprint for the marketing campaign was in place, we won't be a victim anymore and we'll know why we do what we do. Charlie noted that the plan includes expanded marketing ideas. Discussion ensued about previous marketing campaigns. Charlie said that the website has a lot of potential. Rod said

there will need to a discussion of where website revenue goes. Charlie suggests that it should all go back into the website.

- iii. ***Recruitment and Retention*** – Alan said Recruitment and Retention thought we could do our own. Ellen said we don't really have the expertise to do it. One person should be dedicated to retention. Carma asked if anybody has to pay for inventory information. Rod said he didn't think so, but that only some information would be made public, not all of it. Ellen suggested that it could be used to generate revenue. Alan said we could be hired to provide inventory data.

c. Other

- i. ***Downtown Inventory*** – Regarding confidentiality, Dan said that BID, MDA and MRA are all listed on the inventory, but that BID needs to be removed because otherwise all the information would have to be made public. General agreement. Rod read from a report prepared by Jessica Daniels. Database is ready to go and the completion goal is September. Suggested that we send postcards to inform businesses of inventory. This would cost about \$200. There will be an inventory marathon on March 23-25 and board members are invited to participate. Project team will present preliminary analysis at March BID meeting. Tim asked Rod to email the report to everyone. Ellen said that one of the things talked about with the Mayor and James Grunke was making all of downtown a wi-fi zone. Discussion ensued about who would spearhead, what it would cost, and what it would mean to current service providers. Dan suggested that the first step might be to have Paul DeWolfe come in and explain options. Rod agreed. Alan said we should look at other cities that have tried this and failed. What worked, what didn't? Dan said the first person to talk to is James Grunke.
- ii. ***POV Relocation*** – Rod believed there was a movement underway to have a discussion about a single location (on W. Broadway, across from Trail's End bar...where Goofy's Gas used to be). Dan said that it's a collaboration and some deals were being made to join together on the effort. He also said that one piece of the puzzle was that some jail time needed to be handed out for panhandling offenses. He suggested a minimum of 5 days for a 3rd offense. Tim and Charlie fully agree. Discussion ensued. Ellen was concerned about jail space and said we can't put a panhandler away and let a sex offender go. Rod noted that the last two murders in town were by transients. Dan believed there might be some statistics about this issue.
- iii. ***Snow Removal*** – Rod acknowledged snow removal was good this year, but he will keep in close contact with them next year. They ran out of money this year due to the heavy volume of snow.
- iv. ***Parking Commission*** – Parking Commission will match BID donation of \$20,000 for the salary of a dedicated downtown police officer. Rod noted that he will be attending the International Parking Convention in Pittsburg at the end of May. Parking commission is picking up the tab.

9. Ambassadors Report: N/A

10. Approval of December 14th Board Minutes: Carma indicated that the date on the minutes was incorrect. Rod noted that it had been fixed. **Ellen moved that the minutes be accepted. Charlie seconded. All in favor.**

11. Financial Report: Accepted as presented

12. Trustee Comments: Tim was invited to sit on the board of the Best Place Project and he accepted. It's noted that Carma's and Charlie's board seats are up in May. Carma agrees to sit again. Charlie was initially on the fence, but, after some discussion, agreed that he'll stay.

13. Meeting Adjournment: 5:20 p.m.