

**Downtown Business Improvement District of Missoula**  
**Board of Trustees Meeting Minutes**  
**Tuesday, February 16, 2010**  
**ALPS Conference Room**  
**111 N. Higgins Ave**

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

Absent: None

Staff: Rod Austin, Susie Boelman, Laurie Johnson

Guests: Mike Parker, UM Art Professor

1. **Meeting Commencement:** 3:07 p.m.
2. **Introduction of Guests and Public Comment:** Rod introduced Mike Parker, University of Montana Art professor, who attended the meeting to present his community mural project proposed for the Orange Street Underpass. Cliff Larson was in attendance as well.
3. **Orange Street Underpass:** Mike discussed his time at UM, the history of his Community Arts Class and presented some of his past projects done in other cities. Ellen inquired about his timeline. Mike replied that he would like to see the program complete a project once/year versus semester. He noted his hope to create a program that can sustain into the future without his leadership as he's unsure about his tenure in Missoula. Mike proceeded to educate the Board about the importance of the creative process in his program. He reported that 18 of his college art students will work with 15 teens selected from a community service program to complete the mural project. Mike commented about his already acquiring permission from two other possible locations for the mural, but he's drawn to the Orange Street underpass location. He noted the probable start date for the mural being mid to late April. Charlie inquired about the details of Mike's request to the BID. Mike reported the University of Montana has given the project \$4,500 and he received a Montana Art's Council grant to host the workshops. He's raised approximately \$6,000 of the \$9,500 required to complete the project. Discussion ensued about the Orange Street location. Rod reminded the board about its decision in 2009 regarding the traffic signal box project. Tim inquired about whether or not the Orange Street underpass is in the district. Rod replied that the south side of the bridge is, but not the north side; he shared his thoughts about the importance of supporting this project and his thoughts about awarding \$1,000. Discussion ensued about how best to support the project. Cliff mentioned his involvement in the Noon Rotary Club and suggested Mike leverage his award from other Rotaries to entice the Noon Club to support the project.

The board returned to the discussion about what direction to take regarding financing. Charlie felt the BID is in a position to award \$1,000 to be taken from the Contingency line item. Ellen suggested creating a line item called Pubic Art. Tim asked the board if it moves to release \$1,000 for this project, is it going to tie a matching to it. Discussion ensued about how Mike will be able to use this funding as leverage when presenting to other organizations. **Charlie moved to award \$1,000 to the Community Art project and encourage Mike to use it as leverage. Rich seconded. Ellen added a friendly amendment and expressed her thoughts about the importance of this project versus the traffic light project and she would like to see the BID give \$2,000. The board discussed how to approach this idea and decided to leave it at \$1,000 and allow more organizations to get involved. Ellen withdrew her**

**friendly amendment. All approved.** The board requested Mike return and present the mural design once selected.

4. **Amend Articles of Incorporation to Extend BID Life:** Dan discussed the history of the Articles of Incorporation and the decision behind the five-year term. Dan explained the two options the board can take regarding extending the articles and explained the process: extend for 10 years (timeframe of renewal) or extend for perpetual. **Alan moved to amend the Articles of Incorporation to go for a perpetual life of the BID. Ellen seconded the motion and all approved.** Dan will complete the appropriate paperwork and deliver to Tim for signature.

#### 5. Director's Report

- a. *Renewal:* Rod reported BID renewal's tentative schedule for City Council approval being the third or fourth week of March. His estimated percentage of renewal was just under 68. Rod discussed the two mailings he's working on; following up with ratepayers he's contacted but not heard back from, as well as contacting those who've not been informed about the renewal process. He noted his vacation at the end of March potentially being the same timeline of Council review. Ellen commented that as many board members as possible should be present during the City Council meeting. Dan suggested encouraging MDA board members to also attend. Discussion ensued about the process of protesting. Rod will follow up with Council and confirm who is making the referral.
- b. *Downtown Master Plan*
  - i. *North Higgins Project Update:* Ellen reported opening bids begin Monday, February 22 in the Mayor's conference room. She discussed the pre-bid conference and the tight bidding process she's experienced with her sidewalk bids.
  - ii. *Implementation:* Discussion ensued about the Pattee/Front Street parking structure. Dan commented about the last committee meeting's focus on how to ensure retail remains on the first floor throughout the Retail Hot Spot and if there's a way to do it through incentives rather than legislation.
- c. *Maintenance Report:* Rod reported the positive feedback he's gotten about snow removal in alleys.
- d. *Other: Crime Stoppers Reward* – Rod commented about his meeting with Boone and Crocket and the Missoulian to discuss vandalism happening in this area. The police have promised to step up its patrols. He noted his scheduled meeting with the Police about possibly setting up a Crime Stoppers reward to help stop some of the activity.

Rod reported he began updating the employee handbook and directed the board to contact him with suggested changes, suggestions, etc. Alan requested Rod send the manual to the board for input and review.

#### Committee & Program Reports

Rod commented about the absence of committee meetings and his desire for these to resume in order to help generate the budget for 2011. Ellen discussed one of the items that came out of the Implementation Committee meeting was to move forward with the process of determining the feasibility of street cars and fixed rail, as well as doing the preliminary work on creating a lighting strategy for Downtown. She explained the thought process behind this approach being if project ready funding comes down the road, there will be existing projects.

6. **Ambassador Report:** No report.

- 7. Approval of December Board Minutes: Dan moved to approve the January Board minutes. Rich seconded the motion and all approved.**
  
- 8. Financial Report:** Dan presented Jenn's information reconciliation between BID and City documents. He reported Jenn's being convinced the discrepancies were based on reporting and timing differences, not actual cash amount differences. He noted Jenn's intent to reconcile at the end of each year moving forward. Dan reported the Finance Committee recommended authorizing through the Board a reconciliation entry of \$1,038 to eliminate the discrepancies. **Ellen moved to authorize a reconciliation entry. Carma seconded and all approved.** Alan reported the City's promise to send a report every time it makes a change in the books. Alan also requested the minutes reflect his explanation about the check written to Cederberg Law for fees associated with the Stoverud Clock acquisition. He explained the gap between checks 1634 to 43 being due to payroll processed for December 31. Carma requested the board approve the process for spending anything over \$5,000 should come from a committee. Board sought clarification from Carma about her concerns as the Board approved an amount for maintenance equipment. Discussion ensued about the spending account for maintenance and how these expenditures are outlined in the budget. It was decided to make no change to the purchasing process. Carma noted a property owner's interest in knowing administrative percentages. Alan requested the cash flow statements be included in each month's packets.
  
- 9. Election of Officers / Committee Assignments:** Dan discussed the history of committee meetings pausing during Master Plan process, but it's time to begin again. He reviewed the committee assignments defined initially. Ellen requested a Business Recruitment and Retention committee be created. Ellen commented about the Mayor's Best Place Project creating an umbrella for all of the organizations in Missoula to get on the same page, etc.

***Committee Assignments:***

Recruitment and Retention – Dan, Alan, Ellen

Streetscapes – Carma, Rich, Charlie

Marketing – Charlie, Tim, Rich

Finance – Alan, Dan, Ellen

Ambassadors and Clean Team – Carma, Dan, Tim

**Dan moved to reelect Tim as BID Chairman and Charlie as the Vice Chairman, with no need for other positions. Carma seconded the motion and all approved.**

- 10. Trustee Comment:** None.
  
- 11. Meeting Adjournment:** 5:05 p.m.