

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, March 16, 2010
ALPS Conference Room
111 North Higgins (Second Floor)**

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

Guests: Rod Austin, Julie Weaver, Ross Peterson

Absent: None

1. **Meeting Commencement:** 3:05 pm
2. **Introduction of Guests and Public Comment:** Ross Peterson was in attendance to present the new joint website the Marketing committee has been working on.
3. **Introduction of New Joint Website:** Ross Peterson presented the new joint website between the Downtown BID and Missoula Downtown Association. The site is heavily tied into Google maps. The goal for both sites was to keep the information organized, clean and simplified. Ross showed the available properties page, parking features, BID specific info and Master Plan page. Although this is a joint site between MDA and BID all relevant information on both current sites will be carried over. A suggestion was made to redirect the BID logo to go to BID “about” page. Charlie commented that the comprehensive marketing campaign will heavily promote the site in the coming month. Rod added that once we generate more traffic, we can sell ads on the site as well.
4. **Downtown Non-Profit:** Dan reported that the 501(c)3 application for the Downtown Foundation was submitted on Friday. The application takes approximately 6 months to process, but we should have a receipt in 3-4 weeks. The Foundation had to pay the application fee, and Dan added that the contribution from BID was appreciated. In the next 60 days, the foundation board will sit down with the MDA and BID to set expectations and see what they can do for both organizations. The BID board decided it would be best to have the Foundation board at the next month’s meeting during the last 30 minutes. The current Foundation board members are Dan Cederberg, Colleen Rudio, Rich Hamma, and Chad DeLong. They would like to add another board member with grant writing experience. Discussion ensued regarding potential members that would bring this experience. Additional discussion ensued regarding looking at revolving loan fund and grants for façade improvements.
5. **Traffic Signal Boxes:** The Public Art Committee anticipates painting two additional boxes prior to the BID fiscal year end at a cost of an additional \$1,000. The BID has budgeted for this, but has not spent it. This will be the last ask for this budget year.
6. **Release of Information Policy:** Rod reported that he received a phone call from a ratepayer requesting information, but the ratepayer did not want his name and

information to be released to the board. The information requested included budget, ambassador and clean team statistics and information, and how many people have signed for versus against renewal. Rod felt that the board should discuss a policy on releasing BID information to ratepayers and releasing ratepayer information in general. Discussion ensued regarding a potential policy and the fact that budget information has to be sent, however database information that we have collected may need to be treated differently. The board additionally decided that we can provide BID information to ratepayers, but not with a guarantee of anonymity.

7. Director's Report

a. **Renewal:** The public hearing is scheduled for Monday, March 22. Protests have been filed by three ratepayers. There may be some second thoughts on expanding the district to include all of 4th Street. However, the block past Safeway will be brought in and will include the Clark Fork Inn and Big Sky Drive-In. Rod has talked to half of the members on council and is feeling good at this point. Approximately half the protestors from last time have now signed petitions in support. We are currently at 71-72% and Rod is hopeful that we will get Macy's petition by the end of the week. Rod asked that anyone who can make it Monday night to be there. Discussion ensued about a formal presentation for Monday night. The board decided that a short summary of successes and statistics would be good, but that it needs to be kept short and should not include a PowerPoint presentation.

b. **Downtown Master Plan:**

i. **Update:** Rod reported that he attended a meeting regarding the parking garage yesterday with First Interstate Bank and Holiday Inn. There could be a deal signed by next week. Discussion ensued on issues surrounding completing the deal.

ii. **North Higgins Project:**

Renderings: Rod reported that new renderings of what the North Higgins project will look like are needed to promote the project. The current rendering is from 2005. We have had several requests from business and property owners to have posters of the rendering to put in their windows. It will cost \$1,200 for the artist, Ed Finney, to complete a new rendering and \$50 a piece for each board from WGM (this includes printing and foam core mounting). Discussion ensued regarding having the rendering for PR purposes and the potential in partnering with the MDA on this project. Charlie motioned to have WGM contract with Ed Finney to create a new rendering of the North Higgins Project and have WGM Group print and mount posters, not to exceed \$1,500 to come out of Marketing. Charlie also would like Rod to make an attempt to partner with MDA. Dan seconded the motion which was passed unanimously.

Sidewalk Granite: Rod discussed a proposal to have the street names in the North Higgins Project area stamped into granite and laid in the

concrete on the corners. The cost of this is approximately \$3,600. Discussion ensued regarding the project and possible alternatives. Ellen suggested having a competition for a new Downtown logo that would be stamped in the concrete as it could create buzz for the project. Discussion ensued regarding the pros and cons of a contest. The board asked that the marketing committee discuss this topic.

- iii. **Implementation:** Status of North Higgins Project: The protest period is over and Western Excavating was awarded the contract. The will start April 1, 2010. Ellen reported the City received appropriations from the state to cover the overage so we are within the budget.
- c. **Maintenance Report:** Rod reported that the power washer is here. When the weather is nice, Daniel will start power washing corners in the BID district.
- d. **Committees:** The Recruitment and Retention committee needs to meet to discuss 2011 budget.
 - i. **Streetscapes:** The new light posts on North Higgins will have outlets for Holiday décor. Rod reported that there will be an additional \$30,000 in the budget to expand Holiday décor every 2-3 years. Discussion also ensued regarding tree guards to help protect young trees from being snapped off. The cost is \$115 each. A suggestion was made to only use them in more vulnerable areas and then move them once trees grow and get more established.
- e. **Other:**
 - Orange Street Murals: Rod reported that the board has been invited to participate in the design process. Michael Parker is ready to begin this project and Rod will release \$1,000 to him to for necessary supplies. The board suggested that Rick Stephens might be interested in the design process and would support his involvement.

Rod received an invitation from the Missoula Parking Commission to attend the International Parking Conference in Las Vegas in May. Total cost of Rod attending is \$1,600. Anne offered to split this cost 50/50 with the BID with each organization paying \$800. Topics discussed at the conference would include technology, process, development, measuring metrics and more. Dan made a motion to pay \$800 from the travel and education budget for Rod to attend the International Parking Commission conference. Charlie seconded the motion which passed unanimously.

Rod reported that he and Tim will be meeting with Mayor Engen and Missoula Police Chief Mark Muir regarding transients. Discussion ensued about how many transients there are right now and the impact that has on business and the pedestrian experience. The board feels we need more police presence and responsiveness. Rod welcomed the Board to join meeting. Dan would like to be there.

8. **Ambassador Report:** Transient and graffiti calls are very high right now. This will be discussed with the Chief at their meeting. Rod also reported that they purchased new shirts for season, the same style and color as last year.
9. **Approval of February Board Minutes:** Under the maintenance report, we need to add “in alleys” to “positive feedback for snow removal”. With this change, Alan moved to approve the February minutes. Carma seconded the motion which passed unanimously.
10. **Financial Report:** The finance committee is looking at projected cash flow and expenses for rest of this budget year to make sure we have enough collections to last until the next one in June. Discussion ensued regarding the Check Register and checks written to Community Bank. There were also questions regarding undeposited funds listed on the check register. Rod will check with Jennifer on both issues and report back. Rod suggested that in the future, board members look at the financials prior to the meeting and email or call with their questions to allow him to come prepared to the meeting with answers.
11. **Trustee Comment:** Charlie reported that Sunday Streets will not be happening in May and has been postponed until September. The committee would like to make the September event a ribbon cutting ceremony for the North Higgins project.

Rod would like to have the annual ratepayer breakfast in late April. April 28 works for everyone. Julie will check dates at the Governors Room first, and St. Patrick Hospital is the first option isn't open.

Rod reported that we received our first income check for \$426 for snow removal.

12. **Meeting Adjournment:** 5:15pm