

**Downtown Business Improvement District of Missoula
Board of Trustees Meeting Minutes
Tuesday, June 15, 2010
ALPS Conference Room
111 North Higgins (Second Floor)**

Attendees: Charlie Beaton, Dan Cederberg, Rich Huffman, Alan Newell

Absent: Ellen Buchanan, Tim France, Carma Gilligan

Staff: Rod Austin, Susie Boelman, Linda McCarthy, Nicole Pifari

Guests: None

1. **Meeting Commencement:** 3:06 pm
2. **Introduction of Guests and Public Comment:** Nicole Pifari attended the meeting to discuss her first week on the job as the Dedicated Downtown Police Officer. Introductions were made around the room. Nicole discussed her history in Missoula and reported on the number of tickets and types of tickets written. Discussion ensued about Nicole's first week and experiences. Dan discussed the Real Change and Make the Call campaigns and education components of these programs and how Nicole's presence Downtown will help push these. Discussion ensued regarding some of the challenges faced regarding ticketing and enforcement.
3. **MoU with City Police:** Alan commented about Workman's Compensation, item #22 in the MoU; Dan responded that the City is supposed to cover this and will make the changes to reflect language such as, "The City certifies..." Discussion ensued about coverage if and when Nicole takes vacation; Rod indicated Nicole has expressed she does not intend to take any vacation and assured the BID she will have forty hours/week no matter what. Rod commented about Nicole's request for four ten-hour shifts. Alan reiterated his hope that full and continuous public relations and marketing coverage will occur about Nicole's presence Downtown. Rich reported a typo in item #5. **Dan moved to approve the MoU with the City on the Dedicated Downtown Police Officer as amended. Rich seconded and all approved.**
4. **Employee Policy/Manual:** Rod commented about Kristin Fitzpatrick's experience with Human Resource manuals and policies. Alan discussed the Cafeteria Flex Plan possibly being addressed separately from the HR Manual updates. Rod reported he is checking with the City about its policy regarding accrued sick leave and will base the BID's manual/policies on this information. The approval of the Employee Manual updates was deferred until after Kristin has time to review it. Rod commented about the incorporation of a Cafeteria Plan into the new manual. He discussed details of the current program and the possible savings if a new Cafeteria Plan was implemented. **Alan moved to approve the Cafeteria/Flex plan for BID employees. Dan seconded and all approved.** Rich inquired about full time/part time definitions. Rod shared Carma's comment about requesting proof of insurance before an employee is reimbursed with the Cafeteria Plan. Discussion ensued about different policy options regarding Cafeteria/Flex plans. Three holidays were added according to the City's holiday schedule. Rich requested "Board" be replaced with "Director" in any reference throughout the manual.
5. **2011 Budget:** Rod discussed the additions/changes from 2010's to 2011's budget. He indicated a Safety category had been added that now includes Ambassadors and the Dedicated Downtown Police Officer. Rod reported on Carma's email inquiring about three percent raise automatically each year. Alan expressed his concern about the DDPO and whether or not the BID should try and program some conditional monies for extended months of service. Rod commented about his hope to acquire partners to help pay for DDPO costs. Discussion ensued about whether or not to allocate more funding for possible extended months of service. Dan suggested placing a year-round number in the budget leaving flexibility for change to reflect: \$40,000

expense, \$20,000 in income of police partnership revenue; ultimately budgeting for six months. The Board would like to see the advertising monies programmed out. Rod will make the requested adjustments and seek Board approval for the budget in July. Linda discussed the Retail Strategy of the Master Plan per Alan's inquiry about the BID's budget line item for Retention and Recruitment and not being able to wait for the Next Best Place campaign. Linda commented about the BID's consumer's survey conducted within the last five years. She recommended pulling together a group of people who can do the marketing work required, a real estate agent, and other who can help figure out the data needed. Alan suggested the MDA and BID business recruitment people meet and figure out where the holes are, create and implement the strategy, marketing efforts, etc. Discussion ensued about retention and recruitment efforts Downtown.

6. **MDA Contract Renewal:** Linda indicated there were no changes to the proposed contract. The MDA Executive Committee approved the contract and MDA staff reviewed it and agreed upon the numbers and hours. **Alan moved to approve the extension of the MDA contract through the period of December 2010. Rich seconded and all approved.**
7. **Clean Team Contract:** Approval was deferred to July. Rod reported there would be no increase in service costs.
8. **Director's Report**
 - a. **Downtown Master Plan**
 - i. Rod reported the Implementation Committee continues to meet and the Retail Strategy is scheduled for discussion and review during the next meeting. Linda invited Betsy Cohen of the Missoulian to the Implementation meeting.
 - ii. **North Higgins Project** – Linda commented about communications to property owners, content of provided information, pedestrian access, traffic control planning, and other aspects of the project.
 - b. **Maintenance Report:** Rod reported on the washing and graffiti removal services.
 - c. **Committees**
 - i. **Finance:** Alan reported the finance committee will make a recommendation regarding Rod signing checks per Rod's request for more signers. **Dan moved to have all BID Board members be a signer on the checking account.** Charlie expressed his thoughts about having Rod be the signer on all checks. **Alan seconded. All approved.**
9. **Ambassador Report:** Rod commented about the Ambassador's being very excited about having the DDPO on board. Rod will look into business cards with Nicole's information. He discussed the Ambassadors' summer schedule.
10. **Approval of May Board Minutes:** Approval deferred to July's Board meeting.
11. **Financial Report:** Rod reported the BID has still not gotten May's collection information from the City. He noted Jenn was following up about this.
12. **Trustee Comment:** Dan commented about the Downtown Foundation's Board development. Current members are Colleen Rudio, Rich Hamma, Chad Delong and Dan Cederberg. He commented about the recommendation being to have the Foundation Board consist of one member appointed by each the BID, Parking Commission, MRA and MDA and having these four people elect three other members. Dan expressed his thoughts about having Rod be the BID representative on the Foundation Board.
13. **Meeting Adjournment:** 4:45pm